

**INGLÉS. CÓDIGO 102****OPCIÓN A****McDonald's**

McDonald's is a multinational chain with restaurants all over the world. Indeed, you would probably be hard-pushed to find a country without a few McDonald's restaurants somewhere within its borders. The company is now so big that you could be forgiven for thinking that it has always existed. But it hasn't. It was started in the first half of the 20th century by two brothers—neither of whom was named Ronald!

Reports differ about when Richard and Maurice McDonald opened their first restaurant. Some would state that the Airdrome in Arcadia, California was the very first, in 1937. Others claim that it all began in 1940 with the McDonald's Barbecue restaurant in San Bernardino, California. What is not in dispute, however, is that both restaurants were false starts. They were the kind of restaurant where cars park around a central hub and the food is delivered to the waiting customers by 'car hops'*. In 1948, the brothers became disaffected by this style of restaurant, and decided to scale down the operation. They developed the idea of an 'assembly line' whereby a reduced menu (burgers, fries and drinks) could be cooked cheaper and quicker, which would lead to a higher turnover of customers. And so it was, on 12 December, 1948, that the new renovated McDonald's restaurant opened, and Richard cooked the first McDonald's hamburger. During the next years, the restaurant went from strength to strength, and the building had a slight redesign. The brothers had a slender yellow arch built at each end of the building, looping over it but not yet joined together to make the now famous 'M'.

*Car hop: a waiter(-tress) who brings food to your car at a drive-in restaurant, on foot or on roller-skates.

I. Reading comprehension. Choose the correct answer. Only one answer is correct.
[Total: 25% (5x5% each)]

1. From the information in the text,

- A. some countries have McDonald's restaurants built at their borders.
- B. it is easy to find countries without McDonald's restaurants within their borders.
- C. McDonald's restaurants can easily be found within the borders of most countries.

2. According to the text,

- A. nobody would believe you if you said McDonald's has always existed.
- B. you would not be blamed if you thought McDonald's has always existed.
- C. nobody would forgive you if you said that McDonald's has always existed.

3. Choose the correct statement: A, B, or C.

- A. Only the 2nd restaurant opened by the McDonald brothers was built in the style of present-day McDonald's restaurants.
- B. None of the McDonald's restaurants opened up to the 1940's was built in the style of present-day McDonald's restaurants.
- C. The two restaurants opened by the McDonald brothers in California up to 1940 established the style of future McDonald's restaurants.

4. In Dec 1948 the McDonald brothers opened another restaurant,
 - A. with food more easily prepared and less expensive than in previous restaurants.
 - B. where Richard McDonald was in charge of cooking the hamburgers they served.
 - C. which attracted larger numbers of customers, especially on the opening day.

5. The restaurant opened in 1948 was different to the 1937 and 1940 restaurants
 - A. in how food was cooked and served, but they all had the famous McDonald's "M".
 - B. in how food was served, but they all had yellow arches at each end of the building.
 - C. in how food was cooked and served and in the design of the buildings, neither of which included McDonald's famous "M".

II. Grammar and use of English. Answer the following questions. Be careful to follow the instructions for each question. [Total: 35%]

1. Put the verbs in brackets in the correct tense. Write the correct form of the verb on your answer sheet. [7.5% (3x2.5% each)]

- 1.1. Salesman Ray Kroc noticed that the McDonald brothers had _____ (buy) eight of his company's mixers for their restaurant.
- 1.2. _____ (believe) that if he could persuade them to open more restaurants he would put eight mixers in each of them, he paid them a visit.
- 1.3. Reports _____ (differ) about what happened when he talked to the McDonalds.

2. Complete the short text with 3 adequate words. Write the words on your answer sheet. [7.5% (3x2.5% each)]

Some believe that he presented the idea of franchises (a) ____ Dick and Mac, others argue that franchises (b) ____ existed, and that Kroc merely managed to talk his way into running the franchising operation. Whichever was the case, (c) ____ end result was that Kroc managed the franchising of the McDonald's restaurant concept.

3. Rewrite the following sentences. Write the complete new sentences on your answer sheet. [10% (2x5% each)]

- 3.1. Kroc opened his first franchise in Des Plaines, Illinois, in 1955.
Kroc's _____.
- 3.2. 'I want to put a McDonald restaurant in every state of America', said Kroc in 1961.
In 1961 Kroch said _____.

4. Vocabulary. Pick the odd word out and write it on your answer sheet. [10% (2x5% each)]

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|------------|-----------|---------|-------------|
| 4.1. snack | chocolate | dessert | main course |
| 4.2. beef | lamb | turkey | pork |

III. Writing. Answer questions 1 and 2 below. Express your ideas by using your own words. Write between 40 and 50 words for each question. [Total: 40% (2x20% each)]

1. Explain the differences and similarities in the McDonald's restaurants up to 1950.
2. Do you eat fast food? Please, explain why or why not.

**INGLÉS. CÓDIGO 102**
OPCIÓN B**Who was first?****Was Columbus really the first to discover America?**

Not the first. In fact, when he sailed the ocean blue in 1492, he was greeted by the Tainos on the island now known as San Salvador in the Caribbean. And he was not even the first European to land in America. That honor goes to Erik the Red, who happened upon Greenland when he was exiled from Iceland in 982 AD. Cultural tradition held that the Vikings had also explored and perhaps settled in areas west of Greenland. But archaeological proof did not come to light until the early 1960s, when the ruins of a Viking village were discovered in Newfoundland (Canada). The Viking colonies flourished in Greenland for some 500 years, and then disappeared for reasons as yet unknown.

What Columbus DID accomplish

He opened up a new continent to Spain and all of Europe. His voyages reshaped the known world. Europeans were introduced to strange foods, exotic animals ... and a new source of gold, and Caribbean natives to new diseases and alien methods of conquest and domination. Columbus' voyages planted seeds that grew into many new nations. For the indigenous population, however, they were the beginning of a centuries-long ordeal.

Thus the question "Did Columbus discover America?" seems an arrogant one, one that completely writes off the accurate history. A better question might be, "Was Columbus the first European to find his way to the Americas?" The answer would still be "No, Erik the Red did," but this way the questioner is not ignoring the historical reality from a more global point of view.

I. Reading comprehension. Choose the correct answer. Only one answer is correct. [Total: 25% (5x5% each)]

- From the information in the text,
 - it was not Columbus but Erik the Red who was met by the Tainos in San Salvador.
 - Erik the Red arrived in Greenland in the late 10th century rather by chance.
 - Erik the Red was exiled to Greenland in 982 AD.
- Choose the most accurate statement: A, B, or C.
 - It is now archaeologically proved that the Vikings did settle North America.
 - Archaeological evidence proves that the Vikings arrived in Newfoundland in 982 AD.
 - The ruins of a Viking village were discovered in Newfoundland 500 years ago.
- From the information in the text, it seems an accepted fact that
 - Columbus cannot be considered to have discovered America.
 - Columbus and the Vikings coexisted in North America.
 - the Vikings explored North America from Greenland to the Caribbean.
- It can be inferred from the text that Christopher Columbus' travels
 - are regarded as quite an accomplishment, from a global perspective.
 - brought more misery than wealth to the Caribbean natives.
 - had one main goal: the colonization of indigenous territories.

5. It can be inferred that the question "Did Columbus discover America?" should
- A. not be formulated like that because it is offensive for the descendants of the Native Americans.
 - B. be replaced by the question "Did the Vikings discover America?"
 - C. be replaced by the question "Was Columbus the first European to arrive in America?"

II. Grammar and use of English. Answer the following questions. Be careful to follow the instructions for each question. [Total: 35%]

1. Put the verbs in brackets in the correct tense. Write the correct form of the verb on your answer sheet. [7.5% (3x2.5% each)]

- 1.1. After many tribes in North America ____ (be) exterminated and pushed out westward more and more ...
- 1.2. ... white settlers ____ (begin) setting up their own way of life.
- 1.3. The English ____ (take) after Columbus, pushing out the natives and claiming the land for themselves.

2. Complete the short text with 3 adequate words. Write the words on your answer sheet. [7.5% (3x2.5% each)]

Columbus Day is a national holiday in the U.S., falling (a) ____ the second Monday in October. It is also a controversial day, (b) ____ in which many Native Americans —and many non-Native Americans (c) ____ well —find no cause for celebration.

3. Rewrite the following sentences. Write the complete new sentences on your answer sheet. [10% (2x5% each)]

- 3.1. The second concept Columbus introduced was the transatlantic slave trade.
Transatlantic slave trade _____.
- 3.2. Queen Isabella said: 'It may be time to give a chance to Columbus' idea.'
Queen Isabella said _____.

4. Vocabulary. Pick the odd word out and write it on your answer sheet. [10% (2x5% each)]

- | | | | |
|-------------|------|--------|---------|
| 4.1. cruise | trip | travel | journey |
| 4.2. swim | sail | float | drown |

III. Writing. Answer questions 1 and 2 below. Express your ideas by using your own words. Write between 40 and 50 words for each question. [Total: 40% (2x20% each)]

- 1. What did the colonization of the Americas mean for the native population, according to the text?
- 2. Have you ever traveled overseas (across the ocean)? If yes, where? If you haven't, where would you like to travel and why?