

READING COMPREHENSION



1 Read the following text carefully and do the tasks that follow it.

Young people and consumerism

In the summer of 1965, 17-year-old Fred DeLuca was trying to figure out how to pay for medical school. A family friend suggested that Fred open a sandwich shop – and then the friend invested \$1,000 to help get it started. Within a month, they opened their first sandwich shop. From that humble start grew the Subway franchise chain with approximately 45,000 stores in more than 100 countries.



For more than 10 years, Subway advertisements featured Jared Fogle, a college student who was overweight but lost 245 pounds (about 111 kg) by only eating Subway's low-fat sandwiches. Jared says it was a fluke that he ended up in Subway's ads. Fogle first came to media attention in April 1999, via an article written by a former dorm mate about Fogle's weight loss and published in Indiana Daily Student. According to the article, Fogle had become obese through lack of exercise and eating junk food. Switching to eating at Subway, he changed his eating habits there to include healthier choices and smaller portions free of fattening condiments such as mayonnaise, which was followed by his significant weight loss. Jared already knew he liked Subway sandwiches, but the "7 under 6" promotion inspired him to incorporate them into his diet. As soon as Jared's ads began to run, word of his inspiring story spread and consumer awareness of Subway and its healthy fare increased.

Subway's strategy at that time focused on its line of seven different sandwiches with under six grams of fat. The goal was to set Subway food apart from other fast food, position it to appeal to health-conscious eaters, and spark new sales growth. Rapidly, sales grew more than 18 percent that year. The ads also attracted attention from potential franchises which saw in Subway a profitable small business opportunity. Subway tried to balance its menu and promotion to appeal to three segments: customers interested in low fat, those most concerned about taste, as well as those seeking a good value.

2 Match the parts of the sentences. Write the letters a), b), c) ... in the boxes.

- | | | |
|---|--------------------------------|--|
| 1. Fred DeLuca opened a sandwich shop | <input type="text" value="F"/> | a. because it offers healthy and tasty food at a low price |
| 2. After a modest start, Subway grew | <input type="text" value="D"/> | b. after losing weight by only eating their sandwiches |
| 3. Jared Fogle was used in Subway's ads | <input type="text" value="I"/> | c. different and better fast food |
| 4. Fogle's story | <input type="text" value="E"/> | d. to become a worldwide franchise |
| 5. Subway's strategy was to offer | <input type="text" value="C"/> | e. helped Subway to attract attention from customers |
| 6. Subway is such a lucrative business | <input type="text" value="H"/> | f. in order to have money for college |

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in about 111 kg) by only eating fast food in Subway's ads. Fogel first learned about Fogel's former diet from about Fogel's article. Fogel had become obese at Subway, he changed his eating habits of fattening condiments such as mayonnaise and ketchup. Fogel had already known he liked Subway and then into his diet. As soon as he became aware of Subway and

sandwiches with under six grams of fat. Fogel's position it to appeal to health-conscious consumers. More than 18 percent that year, Subway was in Subway a profitable small business. Subway's success is due to appeal to those seeking a good

by only eating their sandwiches
 fast food
 wide franchise
 attract attention from customers
 key for college

2 Complete the following sentences according to the text.

1. The first Subway sandwich shop opened in the summer of 1965 in the first Subway shop opened in the summer of 1965.
2. DeLuca only managed to start his business with the help of a friend.
3. Jared Fogel had struggled with weight problems because he loved fast food and didn't exercise.
4. By changing his eating habits at Subway, Fogel was able to lose weight.

1 CONSUMER RIGHTS: Complete the name of each consumer right with the words below.

Information - consumer education - basic needs - a healthy environment - redress - safety - representation - choose

1. Right to basic needs - this right guarantees survival, adequate food, clothing, shelter, health care, education and sanitation.
2. Right to safe food - the consumer should be protected against the marketing of goods or the provision of services that are dangerous to health and life.
3. Right to information - the consumer should be protected against dishonest or misleading advertising or labeling and has the right to be given the facts needed to make an informed choice.
4. Right to choose - the consumer has the right to select from among various products at competitive prices with an assurance of satisfactory quality.
5. Right to representation - the right to express consumer interests in the making and execution of government policies.
6. Right to redress - the right to be compensated for misrepresentation, shoddy goods or unsatisfactory services.
7. Right to consumer education - the right to acquire knowledge and skills necessary to be an informed customer, while being aware of basic consumer rights and responsibilities.
8. Right to healthy environment - the right to live and work in a place which is neither threatening nor dangerous and which permits a life of dignity and well-being.

parents can all give advice and help you find a "study abroad" program that fits with your goals, your finances and, just as importantly, your personal interests.

<http://www.roughguides.com/article/studying-abroad/>

1 Choose the correct option.

- In the past:

✎ studying abroad implied travelling to distant places around the world.

- B. only few people took the chance to study abroad.
- C. studying abroad was too expensive.
- D. the opportunities to study abroad were very limited

- C. can s
- D. need
- The au
- X. favor
- B. casu
- C. neut
- D. critic

- "Today the marketplace is positively crowded" (2nd paragraph) means that

- A. there is an excessive number of people studying abroad.
- B. many participants think it is a positive experience.
- C. the programmes offer participants high quality options.
- D. there is a huge variety of programmes available.

- Nowadays, the options available for studying abroad

- A. empower students.
- B. meet students' long-term goals.
- C. meet students' long-term goals.
- D. widen students' abilities

- In order to study abroad, American high school students

- A. get grants from specific projects.
- B. may get financial help from online donations
- C. can set their plane or bus ticket from project travel
- D. need to do some volunteer work

- The author's attitude towards this type of experience could best be described as

- A. favourable
- B. casual
- C. neutral
- D. critical