

## McDONALD'S BOSS DIES SUDDENLY



The chief executive of McDonald's, the world's largest fast-food chain, has died from a suspected heart attack. Jim Cantalupo, 60, was taken ill during a meeting of franchise owners in Orlando, Florida, the company said. His death is a severe blow to McDonald's at a time when the chain is trying to shed its image as a supplier of high-fat, high-salt and high-sugar food.

In his 16 months at the helm, Mr Cantalupo turned the company's fortunes round. As well as slowing its breakneck expansion programme and closing hundreds of under-performing outlets, he tried to address criticisms that McDonald's was contributing to the obesity epidemic in the US and Europe. When Mr Cantalupo became chairman and chief executive in January last year after a management shake-up, McDonald's was in the doldrums.

Changing tastes, the mad cow disease scare and the perception that its menu was tired had hit sales, particularly in Europe and Asia. In December 2002, McDonald's went into the red for the first time in its 48-year history. Mr Cantalupo, a former vice-chairman and president, who had retired a year earlier, was brought back as the new boss.

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**1. Answer the following questions using your own words but taking into account the information from the text.(2 points: 1 point each)**

- a. What impression do people have about McDonald's food?
- b. What did Mr Cantalupo achieve in the 16 months he was in charge of McDonald's?

**2. Are the following statements true(T) or false(F)?Identify the part of the text that supports your answer by copying the exact words on the answer sheet.(1.5 point: 0.5 each)**

- a. Mr Cantalupo felt ill while meeting with French clients in Orlando.
- b. When Mr Cantalupo became chief executive McDonald's was in trouble.
- c. Mr Cantalupo was already retired when he became McDonald's boss again.

**3. Find a synonym for each of the four words below. (1 point: 0.2 each)**

*chief bankrupt loaded supplier possessors wealthy*

- a. provider
- b. owners
- c. chairman
- d. went into the red

**4. Choose a, b, or c in each question below. Only one choice is correct. (1.5 points: 0.5 each)**

1. In order to save the company Mr Cantalupo tried to...
  - a. promote the company's fast expansion.
  - b. defend the company from accusations of contributing to obesity.
  - c. change people's tastes.
  
2. Mr Cantalupo...
  - a. broke his neck in Orlando.
  - b. worked for the company for 48 years.
  - c. had been McDonald's president before.
  
3. McDonald's sales had declined especially in Europe and Asia due to...
  - a. scare mad cows.
  - b. a change in people's food preferences.
  - c. a change in McDonald's menu.

**Part B. Composition(130-150 words approximately). Choose ONE of the following topics (4 points).**

1. What are the advantages and disadvantages of fast food?Give reasons.
2. Do you think that our eating habits affect our health?Explain why.