**READING 2 (Items 11-20) (10 marks)**

Reading Quiz – 10B Unit 1 “Entrepreneurship”

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Read the text. Then, complete the tasks.*

|  |  |
| --- | --- |
|  | Ingvar Kamprad was described as one of the greatest businessmen of the 20th century. He was the founder of a furniture company in Sweden. He was born in 1926 on a small farm in Northern Sweden.  Kamprad began his career at the age of six, selling matches. When he was ten, he cycled around his neighbourhood on his bike, selling fish and pencils. At the age of seventeen, his father rewarded him for doing well in school by giving him a small amount of money. With this money, he founded his furniture company in his home town in Sweden.  In 1947, he started selling furniture made by local manufacturers. Eight years later, the manufacturers stopped working for him because they were not being paid enough. This forced Kamprad to design and sell furniture items from his house. After a few years, he moved to Switzerland because government taxes were lower there. As a result of this move he came up with a new concept of packing furniture that could be easily assembled at home. He did this to reduce the packaging costs. Kamprad's business grew and expanded around the world. Very soon, it became the world's largest furniture company, with 412 stores in 49 countries.  Until his death in January 2018, Kamprad continued to travel around the world visiting his stores. He flew in economy class and stayed in cheap hotels. Even though he was a billionaire, he had a reputation for being mean as he did not like to spend money. He always encouraged his employees to invest their money wisely.  At the age of ninety, Kamprad was estimated to have a fortune of £54 billion pounds. He was known as one of the richest men in the world. |

**READING 2 (continued)**

***Task One*:** *For each item, write a short answer (****not more than FOUR WORDS****).*

**11.** ?

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**12.** ?

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**13.** ?

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**14.** ?

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**15.** ?

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**16.** ?

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***Task Two*:** *For each item, shade in the bubble to indicate whether the statement is* ***True/False****.*

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|  | **Statements** | **True** | **False** |
| **17.** |  |  |  |
| **18.** |  |  |  |
| **19.** |  |  |  |
| **20.** |  |  |  |

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| **READING**  **SCORE** |  |
| **20** |

Do your best . . Forget the rest . .