


PRUEBAS DE ACCESO A LA UNIVERSIDAD PARA ALUMNOS DE
BACHILLERATO LOE

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INGLÉS. CÓDIGO 133

Opción A

The Chronicle of 

In May 1886, *Coca Cola* was invented by John Pemberton, a pharmacist from Atlanta, who concocted (1) the formula in a brass kettle in his backyard. The name was suggested by his bookkeeper (2), Frank Robinson. Due to his excellent handwriting, it was he who first scripted *Coca Cola* into the flowing letters which have become the famous logo of today.

The soft drink was first sold to the public at the soda fountain in Jacob's Pharmacy in Atlanta, on May 8, 1886. About nine servings of the soft drink were sold each day. Sales for that first year added up to a total of about \$50. The funny thing was that it cost Pemberton over \$70 to produce it, so the first year of sales were a loss.

Until 1905, the soft drink, marketed as a tonic (3), contained extracts of cocaine as well as the caffeine-rich kola nut.

In 1887, another Atlanta pharmacist and businessman, Asa Candler, bought the formula for \$2,300. By the late 1890s, *Coca Cola* was one of America's most popular fountain drinks, largely (4) due to Candler's aggressive marketing of the product. With him, the *Coca Cola* Company increased syrup sales by over 4000% between 1890 and 1900.

By the turn of the century, the drink was sold across the United States and Canada. Around the same time, the company began selling syrup to independent bottling companies licensed (5) to sell the drink. Even today, the US soft drink industry is organized on this principle.

PREGUNTAS (NO RESPONDER EN ESTA HOJA)

READ THE TEXT AND ANSWER THE FOLLOWING QUESTIONS. BE CAREFUL TO FOLLOW THE INSTRUCTIONS FOR EACH QUESTION.

1. Link each of the words/expressions below with a word/expression in the column (as numbered in the text). Copy the correct pair of words on your answer sheet. [1 mark]

medicine to a great extent mixed allowed accountant

- (1) concocted and ...
- (2) bookkeeper and ...
- (3) tonic and ...
- (4) largely and ...
- (5) licensed and...

2. Reading comprehension

2.1. Choose the best option. Copy the complete correct option on your answer sheet. [0.75 marks]

- a) John Pemberton, an Atlanta pharmacist, created and named *Coca Cola*.
- b) John Pemberton's bookkeeper helped him name the drink and design its logo.
- c) The first *Coca Cola* bottle was available to the public on May 8, 1886.
- d) \$50 were the benefits for the first year of *Coca Cola* sales in Atlanta, Georgia.

2.2. Choose the best option. Copy the complete correct option on your answer sheet. [0.75 marks]

- a) From 1890 to 1900, 4000 servings of *Coca Cola* were sold in Atlanta, Georgia.
- b) *Coca Cola* is sold around the world, but it can only be bottled by US and Canadian licensed companies.
- c) It was not until the beginning of the 20th century that *Coca Cola* began to be sold in bottles.
- d) Although *Coca Cola* was invented in the US, the first bottles were sold in Canada at the beginning of the 20th century.

3. Complete the sentences using information from the text. Do not reproduce phrases from the text literally, unless this is unavoidable. [2 marks]

- a) Frank Robinson, who ...
- b) It was not until May 8, 1886 ...
- c) From 1886 to 1905, ...
- d) Because of Candler's aggressive marketing, *Coca Cola* ...

4. Complete each gap with one or more adequate words. Do not copy the complete text on your sheet, only letters (a), (b), (c), (d), (e), and (f) followed by the word(s) that you find suitable for the gap. [1.5 marks]

Death of the Soda Fountain and Rise of the Bottling Industry

___ the 1960s, everybody in the US enjoyed carbonated beverages ___ the local soda fountain or icecream saloon. In the drug store, the soda fountain counter served ___ a meeting place for people of ___ ages. The soda fountain declined in popularity as commercial ice cream, bottled soft drinks, and fast food restaurants ___ popular. Today, *Coca Cola* products are consumed at the rate of ___ than one billion drinks per day.

5. Was the selling of Coca Cola very successful in its first year? You are expected to draw information from the text, but please use your own words. (25-50 words) [2 marks]

6. Which is your favorite soft drink and in which occasions do you usually have it? Express your own ideas and use your own words. (25-50 words) [2 marks]