

KUEPE SAMPLE - LONG READING

- (1) Companies are always looking for new markets where they can sell their products. These days, however, more and more consumers around the world are in debt. As a result, they're cutting back on spending. What, then, can established companies do to stay profitable? What can young enterprising companies do to cover their start-up costs and build their business? They all can roll up their sleeves and look to what economists call "the next billion."
- (2) The "**next billion**" refers to consumers living in developing countries, places where most incomes are low but populations are large. Multinational corporations have traditionally ignored these places, making their **sole** focus "the first billion," the wealthiest 15 percent of the world's population. These days, however, a number of innovative firms are developing products specially designed for consumers in developing countries. As a result, these companies can help only themselves but others as well. Some say that these companies are engaging in a practice known as "doing right by doing good."
- (3) Some companies are doing right by doing good by expanding the market for computer products. Worldwide, about 1,2 billion people—the world's wealthiest people—have computers. Accordingly, most computer products cost a lot. For example, Microsoft's software program MS Office Professional sells for \$499.995, more than a person in a developing country might earn in a single year. Microsoft is a household name, as more than 90 percent of computers use the company's software. To compete with the well-known computer giant, other high-tech firms have realized they need to find customers in new places.
- (4) Nicholas Negroponte, a computer expert and professor at the Massachusetts Institute of technology, decided to do just that. Negroponte founded One Laptop Per Child (OLPC), a program devoted to providing children in developing countries with information technology. OLPC makes a special laptop called the XO. The company has installed thirty educational programs in the XO so it is ready for children to use. Already, OLPC has delivered more than one million of the cute green and white laptops to children in thirty-one countries, and another one million are on the way. The small, lightweight machines sell for only \$188, and OLPC hopes to reduce the price to \$75 as orders increase. Although the XO's end users are children, its customers are governments and aid organizations seeking to improve the quality of education.
- (5) The success of the XO results not only from its low price, but also from OLPC's ability to meet the needs of children. The durable laptop can survive a 5-foot drop to the ground, and it can be used outdoors in direct sunlight. The rechargeable battery runs on as little as 2 watts (a conventional laptop, by comparison, may need 45 watts). The laptop also support wireless networking, allowing a classroom full of XOs to share a single connection to the Internet. Just as OLPC has reinvented the computer for the next billion consumers, **entrepreneur** Adam Grosser has remade the refrigerator for this market. A refrigerator may seem like an everyday item, but 1.6 billion people live without electricity and thus without refrigeration. As a result, food and medicine spoil quickly, and malnutrition and disease spread. With these problems in mind,

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Grosser invented a new type of refrigerator, a device that can keep things cold without needing to be plugged in.

- (6) The new refrigerator is a blue 8-pound cylinder that Grosser calls his “sustainable fridge.” When the handheld device is placed over a fire, heat activates a special chemical inside the cylinder. This chemical causes the fridge to drop in temperature. The cold fridge can then go into a larger container (3 gallons/15 liters) and keep **it** cold for ever twenty-four hours, even in the warmest climates. Grosser hopes to sell his sustainable fridge for as little as \$25. “We think we can make refrigeration something that everyone will have,” he says.
- (7) Other companies are changing not only their products but also the way they do business. French food-maker Danone has struck deal with economist Muhammad Yunus in India to create a “social business enterprise.” Their goal is to build fifty factories that will produce low-cost, nutritious yogurt. The factories will be run by local workers, and they will use local ingredients. In addition to providing a food source that will sell for only 7 cents or so per cup, each factory will provide employment for approximately 1,600 local people. Danone employees say that the project has a promising future. “It’s really a growth strategy for our company,” says Danone CEO Franck Riboud. “We are convinced that in this world...it would be crazy to think only about the peak of the pyramid.”
- (8) Whether they are the next billion shoppers to purchase yogurt, laptops, or something else, consumers in developing countries are finding they now have more and better options than before. For both these shoppers and global businesses, the partnership couldn’t have come at a better time.

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- 1) As stated in paragraph IV, Nicholas Negroponte decided to ---.
- become a professor at the Massachusetts Institute of Technology
 - found a new software program in order to reach customers in new places
 - manufacture a low-cost laptop for children in developing countries
 - deliver cute green and white laptops to children in the third world countries
- 2) Who are the target customers of the XO?
- parents
 - children
 - governments and aid organizations
 - public schools
- 3) Which is NOT one of the qualities of the XO?
- Its battery consumes less energy than conventional laptops.
 - It does not support wireless Internet connections.
 - It is less costly than other laptop computers.
 - It can survive a five-foot fall to the ground.
- 4) Which of the following sentences is TRUE according to the text?
- Adam Grosser invented a refrigerator that consumes 2 watts of energy.
 - Danone wants to build five factories in India to provide employment for 1600 people.
 - OLPC aims to install more than thirty educational programs in the XO.
 - The world's wealthiest people number around 1.2 billion people.
- 5) According to the text, the wealthiest part of world's population ---.
- cannot afford to buy new high-cost laptop computers
 - are in debt due to excessive spending on technology
 - have become "the next billion" in answering the demand from developing countries
 - are not the target consumers for expanding the market for computer products
- 6) As we understand from paragraph VII, the firm Danone's main target in India is to ---.
- provide employment for the impoverished local people
 - produce healthy and beneficial yogurt for cheaper prices
 - strike a deal with the economist Muhammad Yunus
 - extend their business from France to developing countries
- 7) Who does the phrase "**next billion**" in paragraph 2 refer to?
- the wealthiest 15% of all the world's population
 - potential customers living in the eastern part of the world
 - consumers who are in debt and cannot afford to buy new products
 - people who live in developing countries

- 8) The word “**sole**” in paragraph 2 could best be replaced by ---.
a) best b) first c) only d) second
- 9) The word “**entrepreneur**” in paragraph 5 is closest in meaning to ---.
a) inventor b) excursionist c) industrialist d) employer
- 10) The word **it** in paragraph 6 refers to ---.
a) the fridge
b) the large container
c) the handheld device
d) the cylinder

ANSWER KEY 1c 2c 3b 4d 5d 6b 7d 8c 9c 10b