

TOEFL Junior : Reading Comprehension Test 17

Read the passage . 60 - 100 minutes

America Online

America Online is one of the big names on the internet, and unlike many other digital companies, it actually makes a profit. But the company which its rivals call the "Cyber-cockroach" was launched only in 1992. Before that it was a small firm called Control Video Corporation, and it made video games. Then Steve Case, a former Pizza Hut marketing executive arrived and took the company online. Innovative, fast moving, and user-friendly, America Online appeals to people who want to surf the internet, but who do not have a lot of experience. For the same reason "techies", people who think they are more expert with computers, look down on America Online and its users. Recently America Online (or AOL, as it calls itself) joined with Time Warner - a multi-million dollar movie and magazine company - to create a multimedia giant.

Now, AOL has begun to expand abroad. In many European countries, including the United
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1. What is the passage about?

- a. A computer company
- b. A software company
- c. An internet company
- d. A video company

2. Who does Steve Case work for?

- a. AOL
- b. Pizza Hut
- c. Control Video Corporation
- d. None of these

3. How do "Techies" feel about America Online?

- a. They think it is a Cyber-Cockroach
- b. They think it is for experts

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- b. It is innovative
- c. It makes money
- d. It has joined with another company

6. Which marketing idea is not mentioned?

- a. Advertisements on the internet
- b. Advertisements on TV
- c. Free disks in journals
- d. People giving disks away

7. What does the article say about AOL's future ..

- a. It will do well
- b. It will do badly
- c. It will face challenges
- d. The article doesn't say

8. This passage is about ..

- a. Technology
- b. A history of the Internet
- c. Computer users
- d. A successful business

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Answers and Explanations

1. C
2. A
3. D
4. D
5. C
6. A
7. C
8. D

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