

Teacher's Name: _____ Class: _____

Your Name : _____

Today's Date : _____

Total Points Possible: 16**Subtitles: No****Running Time: 55 minutes****J.W. Marriott Biography****Comprehension Questions**

Instructions:

1. Print out these questions and obtain a copy of the DVD from the Language Center front desk.
2. Watch the video and write the answers to the questions on this answer sheet.
3. **WHEN YOU COMPLETE THIS QUIZ PLEASE RETURN THE COMPLETED ANSWER SHEET TO THE LANGUAGE CENTER DESK.**

Summary:

John Willard Marriott (September 17, 1900 – August 13, 1985) was an entrepreneur and a businessman. He first started his business as the owner of a small root beer stand in Washington D.C. in 1927. He later opened a chain of family restaurants by 1932, and in 1957, stepped forward into the tourism industry by opening his first motel (the largest one in the world). By the time he died, the Marriott Company operated hundreds of restaurant chains including flight kitchen and hotel chains.

Vocabulary:

1. **Franchise** (noun): The right that a company purchases in order to use the name and branding of an organization or enterprise (usually successful ones).
Ex: Marriott Corporation really owns less than 10 of the 4,000 Marriott hotels in the world thanks to franchises where other companies take care of the operations of the hotels.
2. **Income**: (noun) Money earned through employment and investment.
Ex: John's income last year was around \$40,000.
3. **Profit**: (noun) Opposite of loss, a financial benefit obtained after subtracting expenses (the cost of doing business).
Ex: ABC Company was able to have great profits last year because they lowered expenses by hiring fewer workers.
4. **Economic Depression**: (noun) a period of economic disaster in commerce, finance, and industry. Prices decrease brutally, lots of companies go out of business and there are a large number of people without jobs.
Ex: Many people get fired from their jobs during times of economic depression.
5. **Great Depression**: (noun) An economic depression that started in 1929 in the United States and rapidly spread worldwide. It ended in the late 30's, and was the

longest, most widespread, and deepest depression of the 20th century.

Ex: During the Great Depression, it was hard for people to survive because jobs were hard to find.

6. **Drive In:** (noun) A service or accommodation designed to allow customers to remain in their automobiles while being served.

Example: the McDonald Drive In is designed so that customers are able to order and pick up their orders while still staying in their cars. Very convenient if one is in a rush.

7. **Corporate:** (adj.) Belonging to a corporation. A corporation is a group of people authorized by law to act as an individual, having its own powers and responsibilities.

Ex: Last year, John, Fred, and Sally decided to start ABC corporation, a technology company that would create computers for young kids.

8. **Segregation:** (noun) the separation or isolation of a race, class, or ethnic group of people.

Example: In its restaurant, J.W. Marriott had its black employees working in the kitchen while only the white employees were allowed to serve customers—only white customers were served; black people were refused any service.

- 1) What event caused J.W. Marriott to return to school and leave farm life forever?

Answer the question here:

- 2) Knowing that J.W. Marriott never graduated from high school, how was he able to attend college and pay for his tuition?

Answer the question here:

- 3) Before J.W. Marriott's engagement with Allie, what was his main source of income?

Answer the question here:

- 4) Cold root beer is not as appreciated by customers in the winter as it is during summer time. Although this was the case, in winter, J.W. Marriott's A&W Root Beer stand was still profitable. How did he accomplish this?

Answer the question here:

- 5) Having been raised in the strict education and discipline of his father, J.W. Marriott developed a character of hard work and discipline. When he was running his restaurant, the Hot Shoppes, according to what standards did he expected every employee to have?

Answer the question here:

- 6) After 5 years of doing business, J.W. Marriott had to stop for little while. What almost caused him to be unable to continue his business? What happened?

Answer the question here:

- 7) J.W. Marriott's success is due to the continual improvement of his business. What was his new idea to work with the airline industry?

Answer the question here:

- 8) J.W. Marriott was considered to be an honest and fair employer; however the segregation between black and white employees and customers of his restaurants was obvious to many. How did he deal with the black segregation in his restaurants? (worth 2 points)

Answer the question here:

9) After 30 years in the food business, what new industry did J.W. Marriott jump into? (worth 2 points)
Answer the question here:
10) By the time J.W. Marriott died (in August 13, 1985), what empire and achievements did he leave behind?
Answer the question here
11) After his death, J.W. Marriott left behind him a fortune of over \$4 billion. Part of his property was given to his family while another part was given to donations. To what organizations were his biggest donations and why? (worth 2 points)
Answer the question here:
12) As of today, what has the Marriott Incorporation acquired? What other accomplishments have been recognized by the business?
Answer the question here:
13) J.W. Marriott's secret of success is composed of 2 words. What are they?
Answer the question here:

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