

7.10a

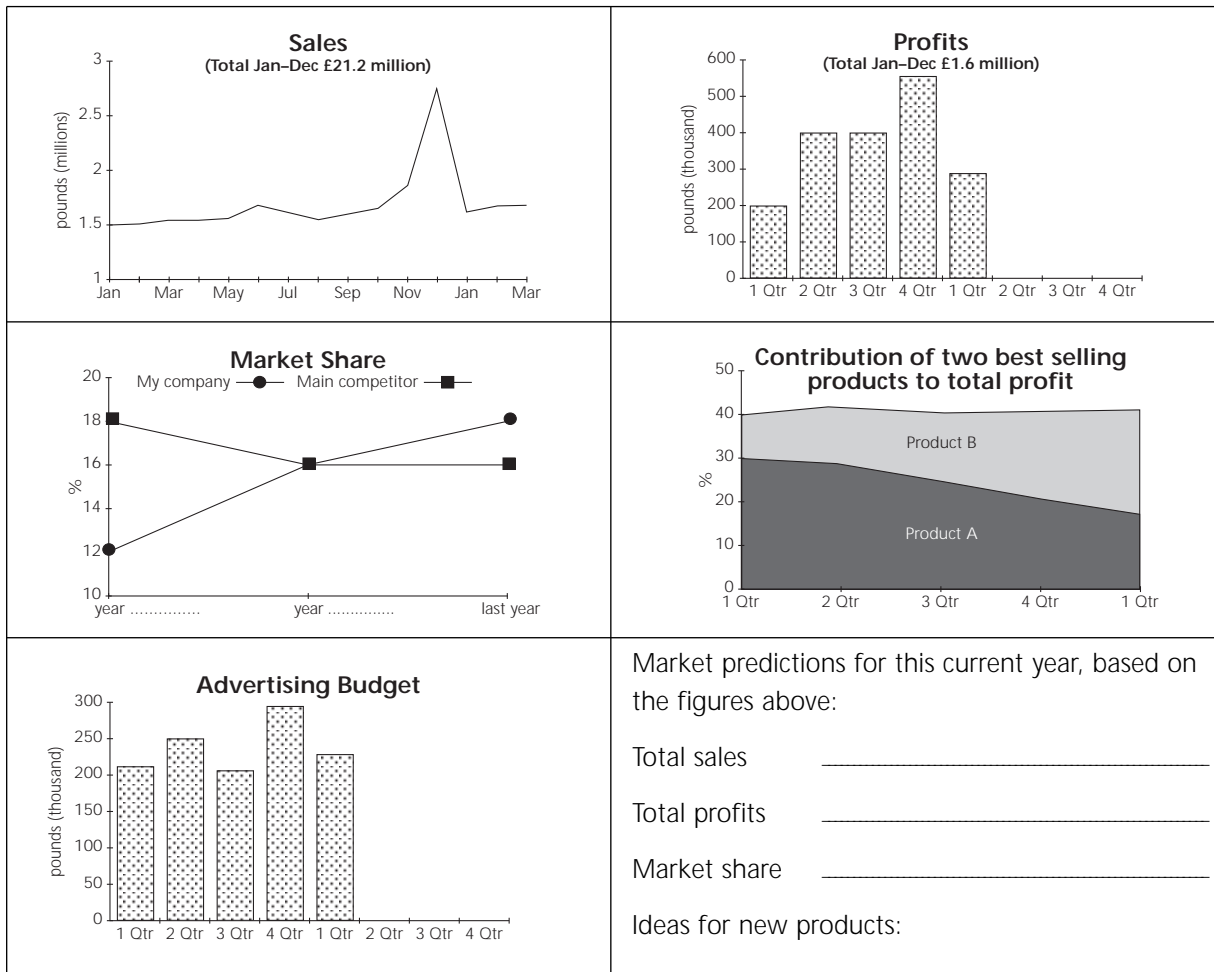
Describing trends 2

Worksheet

A Make sure that you can say numbers correctly. Say these.

14 40 17 70
2,500 (two ways) 2,560 2,516 25,600 25,660
200,000 225,800 340,000 3,400,000
3.8 3.88

B Study the graphs below which show information for an imaginary company. Note that it is now April and the graphs refer to last year and the first quarter of this year.



Now work with a partner. You both work for the imaginary company referred to in the graphs.

Name of company: _____

Main business area: _____

The graphs refer to your company, so:

- Describe and discuss the trends
- Invent reasons for the main movements during your discussion
- Complete the market predictions and think of ideas for new products

C Now work with a new partner. Student A discuss the business you have just invented: describe and explain the graphs and talk about your predictions for the current year. Student B ask questions. Change roles when you finish.

7.10b

Describing trends 2

Worksheet

D Fill in the gaps using words from the box.

because because of led to although in spite of due to resulted in whereas

Cause and result

- Profits increased last month _____ / _____ our new sales campaign.
- Profits increased last month _____ we had a new sales campaign.
- Our new sales campaign _____ / _____ an increase in profits last month.

Contrast

- We had a reasonable year in Asia, _____ sales fell a little in Japan.
- _____ the fall in sales in Japan, we did quite well in the rest of Asia.
- Sales in Asia last year were quite strong, _____ the previous year had been very disappointing.

although / in spite of / whereas

- Although In example 4 above the main information is about Asia. The other fact introduced by *although* (about Japan) contrasts with it and is surprising.
- In spite of In example 5 the main information is also about Asia. Now it is this that seems surprising.
- Whereas In example 6 there is a comparison of information of equal importance and no surprise.

- Look back at examples 4–6 and make grammar rules by crossing out the wrong words:

although / in spite of / whereas is followed by a noun clause (no verb).

although / in spite of / whereas are followed by subject + verb.

E One of these phrases sounds strange. Which one? What is the problem?

Prices increased We increased our prices Prices fell We fell our prices

Read the information about 'Types of verb' and complete the examples with words from the box.

grow increase cut go down decrease maintain

Types of verb

- Transitive/Intransitive verbs can be used with or without an object.
We'll improve/recover/ _____ / _____ our market share.
And, using the same verbs:
Our market share will improve/recover/ _____ / _____ .
- Transitive verbs are always followed by an object.
We'll raise/lower/ _____ / _____ her salary.
(*But not* Her salary will raise.)
- Intransitive verbs are never followed by an object.
Inflation will rise/fall/ _____ / _____ .
(*But not* This policy will rise inflation.)

F Refer back to section B. This time prepare a written presentation on trends in your imaginary company. Use a good variety of language for describing and explaining trends.

7.11a

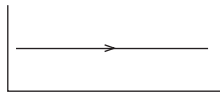
Company trends

Business Builder
Teacher Resource Series

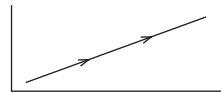
Worksheet

A Label these graphs with words from the box.

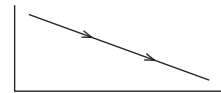
to increase to fall to stay the same to be above/below to reach a peak to hit a low
to drop back to recover to stand at to remain high to fluctuate and then to level off



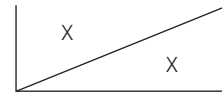
1 _____



2 _____



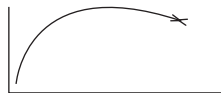
3 _____



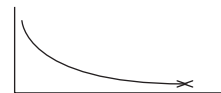
4 _____



5 _____



6 _____



7 _____



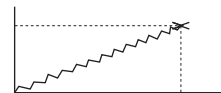
8 _____



9 _____



10 _____



11 _____

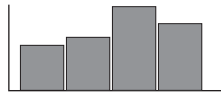
B Answer questions 1–12.

Label these charts with words from the box.

(line) graph bar chart pie chart table



1 _____



2 _____

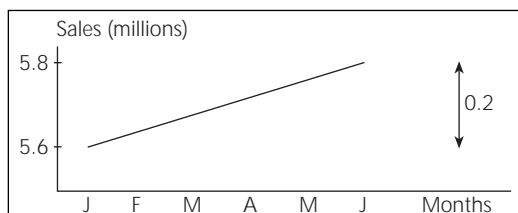
A	B	C
32	76	21
65	12	30
43	9	12

3 _____



4 _____

Choose the correct words to complete this presentation extract.



I'd like you to look at the (5) *graph/graphic*, which shows our sales in the first (6) *half/quarter* of this year. The vertical axis represents sales in millions of (7) *unities/units*. As you can see from the graph, sales rose from 5.6m in January (8) *until/to* a (9) *figure/number* of 5.8m in June. In other words, sales rose (10) *with/by* 0.2m.

11 Choose the correct preposition.

- a Sales increased *by/of/in* 3%. (after a verb)
 b There was an increase in sales *by/of/in* 3%. (after a noun and before an amount)
 c There was a 3% increase *by/of/in* sales. (after a noun and before the topic)

12 Say if these things are good news or bad news:

- a Sales increased. b Inflation increased. c Sales improved. d Inflation improved.

7.11b

Company trends

Worksheet

- C** This extract is from a presentation about company results. The presenter is talking about the four graphs below. Fill in the gaps using words from the box.

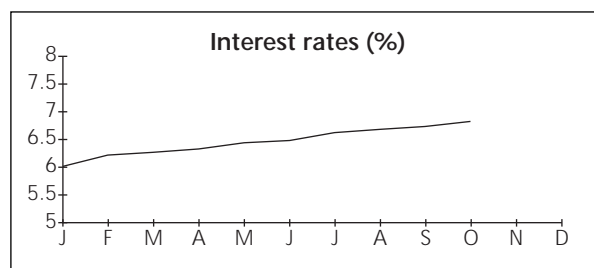
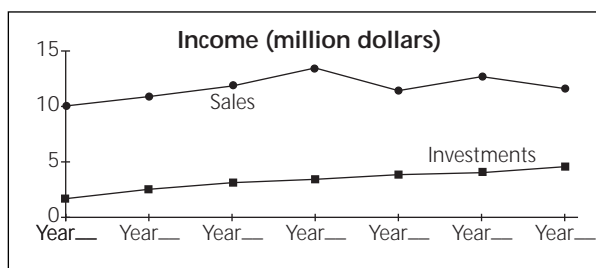
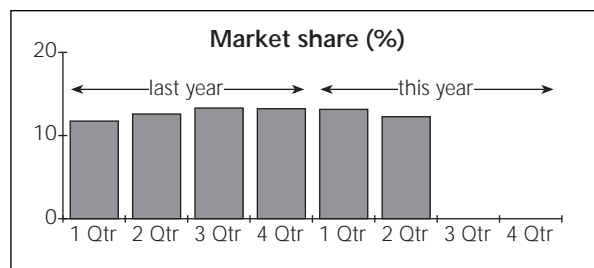
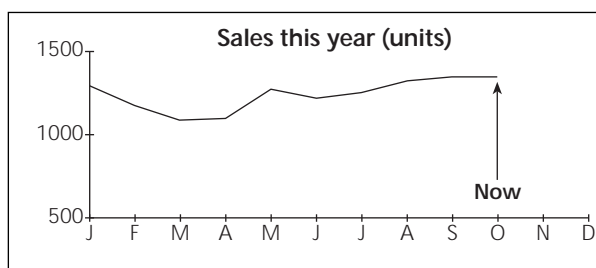
spite improvement figures considerable leveled recover
reach due beginning rising over stable steadily relation

Earlier this year our sales (1) _____ were not looking good. Sales had fallen to 1100 units, and at the (2) _____ of March we appointed a new Marketing Director. During April sales began to (3) _____, although they fell back again in May, probably as a result of seasonal factors. In July and August there was a (4) _____, but in the last few months the growth in sales has (5) _____ off and we probably won't (6) _____ our target of 1600 units by the end of the year.

Our market share remains (7) _____ at about 12% in (8) _____ of very aggressive discounting by our main competitor.

Income from company investments is (9) _____ at the moment, while our income from sales has, unfortunately, been rather flat over recent years.

In (10) _____ to the economic context in which we operate, the outlook remains uncertain. This is largely (11) _____ to changes in interest rates, which have been going up gradually (12) _____ the last few months.



- D** Cover the presentation extract above with a piece of paper but leave the graphs showing. Work with a partner. Student A describe and explain the graphs in your own words. Student B ask questions.
- E** Prepare and give a presentation to describe and explain some trends in your company. Use simple graphs to support your presentation. Invite and answer questions at the end.