

## UNIT 9 – DESCRIBING TRENDS

### Vocabulary

#### Exercise 1

##### Money

We can *spend* money and we can *save* it. But we can do a lot of other things with money too. Find 14 more verbs we can use with the word *money* in the square. You can read some from left to right, some from top to bottom and some diagonally.

I	X	L	E	N	D	X	X
X	N	X	X	D	O	W	E
G	I	V	E	M	W	V	L
X	W	E	E	O	A	X	O
H	N	I	R	S	S	K	S
E	A	R	N	X	T	X	E
X	O	V	S	P	E	N	D
B	E	T	E	F	I	N	D

#### Exercise 2

Complete the sentences with words from the box below.

borrowed	made	gave	invest	owed	saved	spent	wasting
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1. In 2003 the group \_\_\_\_\_ £4m from investments in overseas companies.
2. The accountants advised us to repay 15% of what we \_\_\_\_\_ to the banks.
3. The shareholders criticized the board for \_\_\_\_\_ so much money on unnecessary trips abroad.
4. The company \_\_\_\_\_ £5,000 to a local school to set up a computer department.
5. My stockbroker suggested I should \_\_\_\_\_ in a South East Asia Unit Trust.
6. The government \_\_\_\_\_ over £3.5m on a research and development project.
7. The government \_\_\_\_\_ £6.5 billion from the IMF for a construction project.
8. We \_\_\_\_\_ £323,500 in administrative costs by reducing the number of office staff.

#### Exercise 3

Complete the sentences with suitable words. The first letter of each word is provided for you.

1. C\_\_\_\_\_ spending increases when the public has more money.
2. He paid all his d\_\_\_\_\_ and now has no money left.
3. The u\_\_\_\_\_ figures show how many people are out of work.
4. The rate of i\_\_\_\_\_ shows how fast prices are rising.
5. Goods which are sold abroad are classified as e\_\_\_\_\_.
6. We pay the staff their w\_\_\_\_\_ on Fridays.
7. Does the price include p\_\_\_\_\_ and packing?
8. Banks charge their customers i\_\_\_\_\_ on the money they borrow.

## Exercise 4

Complete the tables with suitable words.

VERB	NOUN
to rise	
	a fall
	an increase
to decrease	
to improve	
	a recovery

ADJECTIVE	ADVERB
slight	
	sharply
dramatic	
steady	

## Exercise 5

### Sales results

Choose the correct words in italics to complete the report.

Sales began the year at 30,000 units in January and increased *slight / slightly* to 32,000 units in February. There was a *sharp / sharply* rise *to / by* 38,000 in March *due / led* to the introduction of a new price discounting scheme. This was followed by a *slight / slightly* fall in April when sales dropped to 36,000 units. Our competitors launched a rival product in the spring and this resulted *in / from* a *dramatic / dramatically* fall to 25,000 in May. But we ran a summer advertising campaign and sales increased *steady / steadily to / by* 2,000 units a month throughout June, July and August until they stood *in / at* 33,000 in September. The *dramatic / dramatically* rise to 45,000 in October resulted *in / from* the launch of our new autumn range. But then we experienced problems meeting demand and sales fell *sharp / sharply* in November and remained *steady / steadily at / by* 39,000 in December.

## Exercise 6

There is one mistake in every sentence. Find the mistake and correct it.

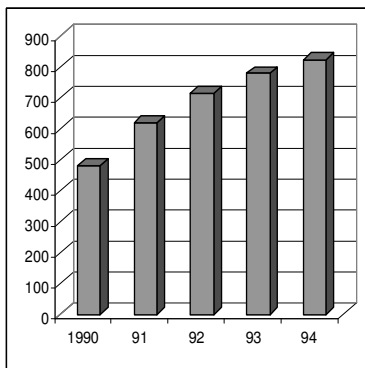
1. Our supplier's prices increased at 7% last month.
2. Their market share remained steadily between 2003 and 2007.
3. We lent a lot of money from the bank last year.
4. We spent too much money in advertising.
5. Our poor performance last year was resulted to increased competition.
6. There was a sharp increase on sales last year.
7. This graph shows our sales numbers for the past month.
8. Can we cancel our meeting until next week, please?
9. We hope to achieve a steadily growth in sales.
10. Salaries felt by a small amount last year.

## Describing graphs

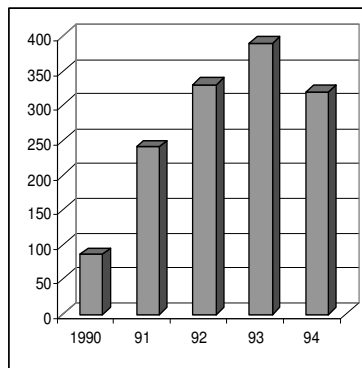
### Exercise 1

Read the reports on the sales results of different division of Sony and match each one to the correct graph.

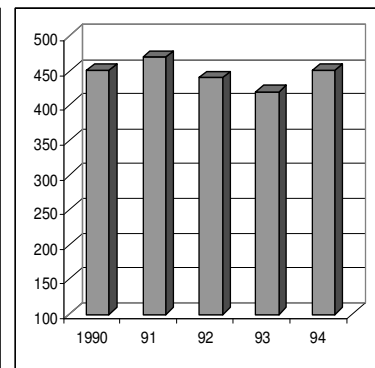
1. Music group sales went up slightly in 1991, then fell slightly in 1992 and 1993. But best-selling record releases by Michael Jackson, Billy Joel, Mariah Carey, Pearl Jam and many other artists led to recovery in 1994.
2. There was a sharp increase in Audio Equipment sales in 1991 and another increase in 1992. But European market conditions were difficult in 1993 and 1994 and as a result, sales fell.
3. Other sales increased steadily between 1990 and 1994 as a result of the strong performance of semiconductors, telephones and CD-Rom drivers.
4. There was a dramatic rise in Pictures Group sales in 1991 and sales continued to increase in 1992 and 1993. But the strong yen resulted in a fall in 1994. In fact, hit films such as *Sleepless in Seattle* and *Philadelphia* resulted in a rise in sales on a local currency basis in the US where we achieved a 19% market share.
5. Video Equipment sales rose up sharply in 1991 but then fell in 1992 and 1993. The decline in the camcorder market led to a further sharp drop in 1994.
6. Television sales went up in 1991 and continued to rise steadily until 1994 when they dropped slightly. This was in spite of the fact that sales of computer displays and wide-screen TVs were strong.



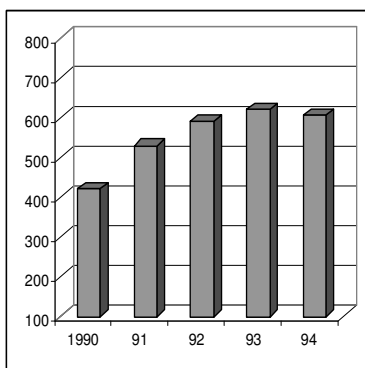
a



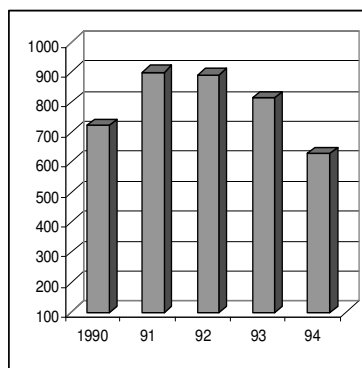
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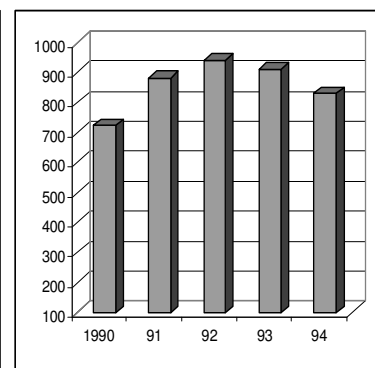
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e

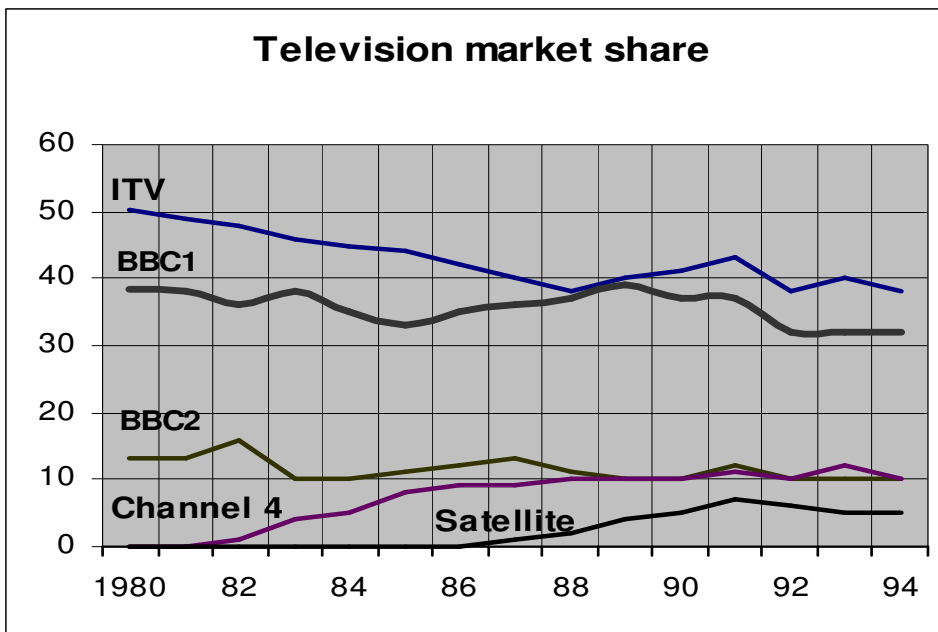


f

## Exercise 2

This graph shows the market share of TV channels in Britain. Complete the sentences using words and phrases below.

*rose remainder steady by fell sharply to at  
of went from recovered slightly*



- ITV's market share \_\_\_\_\_ between 1980 and 1998.
- It \_\_\_\_\_ in 1991, but fell again in 1992.
- Between 1980 and 1994 it decreased \_\_\_\_\_ 50% \_\_\_\_\_ about 37%.
- In the same period, BBC1's share of the market also \_\_\_\_\_ down. It fell \_\_\_\_\_ around 5%.
- BBC2's market share \_\_\_\_\_ between 1980 and 1994. It stayed \_\_\_\_\_ about 10%.
- Channel 4 started broadcasting in 1982. Between '82 and '94 its share \_\_\_\_\_ to around 10%.
- Satellite channels started broadcasting in 1987 and after a slow start, they achieved a market share \_\_\_\_\_ about 8% in 1994.

### Exercise 3

A Read the three articles and match each one to the correct graph.

A The Thatcher index

As politicians go, few are as unforgettable as Margaret Thatcher. Ever since she was ousted as British Prime Minister in November 1990, her influence has lived on – often to the discomfort of her successor, John Major.

We asked a computer to count the number of times her name was mentioned in British newspapers between the last quarter of 1990 and the first quarter of 1993. Not surprisingly, her score dropped sharply when she lost power, falling from 5,634 in the last quarter of 1990 to 1,955 in the first quarter of 1991, but then it held up remarkably well at or above the 1,500 level until the middle of 1992.

Sadly for Thatcherites, it has since dropped again and her score of 1,257 in the first three months of 1993 was the lowest yet.

B People power

People power was the slogan of the Philippine revolution in 1986, but sadly for Filipinos, the power that boosted GDP in the late 80s seems to be fading.

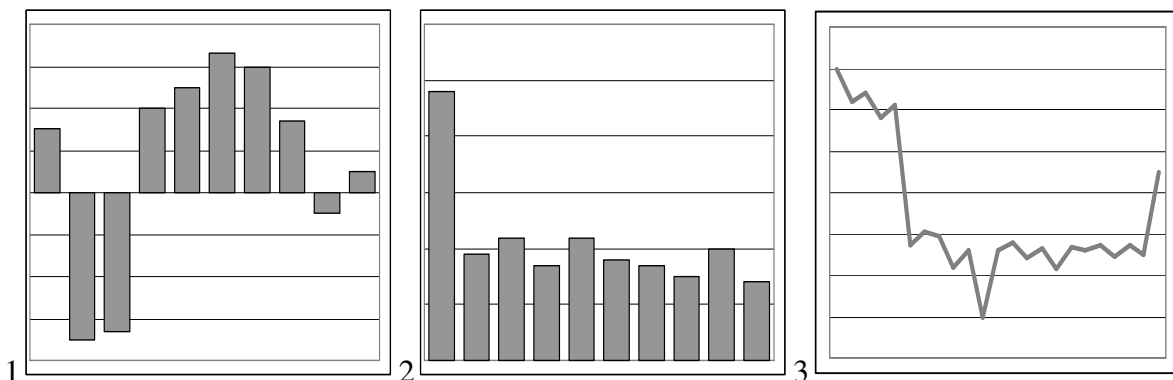
However, things are not as bad as they have been in the past. In 1984 and 1985, the Philippines experienced a major recession, with the economy shrinking at an annual rate of 8%. This was largely due to the austerity programme forced on President Marcos by international banks.

The revolution brought about a change in the country's fortunes and 1986 saw a growth rate of 3% which rose steadily to 6% in 1988 and 1989. 1989 was also a good year, with a growth rate of just under 6%, but then the second recession began. By 1991, GDP had fallen to -0,5 in the following year.

C A new dawn

This time it might be different. There have been many false dawns in the past 18 months on Japan's stock market. But the latest rally, which has seen the Nikkei average rise by over 20% from its low point this year of 16,550 in January, looks the most convincing so far.

This will be welcome news to investors who suffered heavy losses in 1992. At the beginning of 1992, the Nikkei stood at 23,000 and despite four very short-lived rallies in January, February, May and July, the index plunged to a low point of just under 14,000 at the end of August. September saw the index rocket to over 18,000, only to slump again to 16,000 in November. From then on, the market stabilized at around the 17,000 level and investors must be hoping that latest rise to 20,000 can be sustained.



**B Read the text again and complete the graphs. Fill in**

- the figures in the right column
- the dates at the bottom

**C Look at these descriptions of the graphs. The first sentences contain adjectives and nouns. Complete the second ones using verbs and adverbs.**

Example:

There has been a dramatic rise in the Nikkei Index.

The Nikkei Index *has risen dramatically*.

1. There was a substantial fall in the Nikkei Index in 1992.

The Nikkei Index \_\_\_\_\_ in 1992.

2. There was a slight increase in the number of times Mrs Thatcher was mentioned in late 1991.

The number of times Mrs Thatcher was mentioned \_\_\_\_\_ in 1991.

3. There was a steady growth in GPD in the Philippines from 1986 to 1988.

GPD in the Philippines \_\_\_\_\_ from 1986 to 1988.

**D Here are some more sentences describing the graphs. This time fill in the blanks with adjectives and nouns.**

Example

The Nikkei Index fell substantially in 1992.

There was a *substantial fall* in the Nikkei Index in 1992.

1. When Mrs Thatcher lost power, the number of times she was mentioned fell dramatically.

When Mrs Thatcher lost power, there was \_\_\_\_\_ in the number of times she was mentioned.

2. The Philippine growth rate decreased rapidly in 1990.

There was \_\_\_\_\_ in the Philippine growth rate in 1990.

3. The Nikkei Index rose sharply in September 1992.

There was \_\_\_\_\_ in the Nikkei Index in September 1992.