



## 2

## Useful verbs

Write the verbs from the box in the correct column in the table.

boost / decline / alter / rise / reduce / fluctuate / grow /  
drop / modify / change / decrease / increase

verbs to show something going up	verbs to show something going down	verbs to show change

Now complete the second sentence with the noun form of the verb in the first sentence. Remember to add the article (a/an).

- The number of sales increased in June 2024. → There was \_\_\_\_\_ in the number of sales in June 2024.
- We reduced the amount we spent on marketing this year. → There was \_\_\_\_\_ in the amount we spent on marketing this year.
- We saw sales grow by 57% over the year. → There was \_\_\_\_\_ of 57% over the year.
- The number of sales in Asia fluctuated over the year. → There was \_\_\_\_\_ in sales in Asia over the year.
- We modified our prices in the second half of the year. → There was \_\_\_\_\_ in our prices over the year.
- The competition reduced the amount they spent on marketing between 2022-2023. → There was \_\_\_\_\_ in the amount the competition spent on marketing between 2022 - 2023.
- Our new product boosted sales at the beginning of the year. → There was \_\_\_\_\_ in sales of our new product at the beginning of the year.
- We altered our budget as we entered into the summer months. → There was \_\_\_\_\_ in our budget as we entered the summer months.



## 3

**Adverbs and adjectives**

**Part A:** Complete the following table with the missing adjectives or adverbs.

adjectives	adverbs
1.	gradually
2. gentle	
3. slow	
4.	sharply
5.	quickly
6. rapid	
7.	suddenly
8. steady	

**Part B:** Answer the questions below.

1. Which adjectives/adverbs show a lot of change?

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2. Which adjectives/adverbs show a small amount of change?

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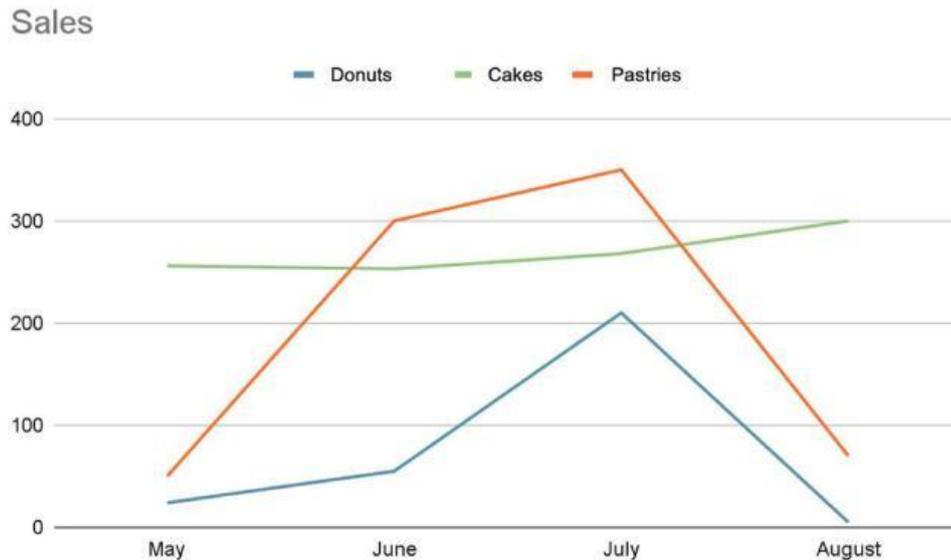




## 4

## Describing change

Underline the best choice to describe the changes in the line graph.



1. Sales of donuts **increased slightly** / **rose sharply** / **dropped rapidly** between May and June.
2. There was a **slow rise** / **steady drop** / **sharp rise** in sales of donuts between June and July.
3. Between May and July, sales of cakes **fluctuated slightly** / **dropped sharply** / **increased steadily**.
4. Sales of pastries **rose suddenly** / **increased steadily** / **fluctuated slightly** from May to June.
5. Between June and July, there was a **slow reduction** / **sharp decline** / **gradual increase** in the number of pastries sold.
6. The number of donuts sold **dropped steadily** / **declined sharply** / **rose gradually** from July to August.
7. There was a **slight increase** / **steady growth** / **gentle fluctuation** in sales of cakes from July to August.



## 5

## Focus on vocabulary

## Part A: Match the vocabulary to the definitions.

- |                        |   |
|------------------------|---|
| 1. editorial (adj.)    | a. connected to making sure that printed words in newspapers, books or online writing is correct and appropriate for publishing |
| 2. understaffed (adj.) | b. the amount of money available to buy a particular thing  |
| 3. stellar (adj.)      | c. in a way that shows that you think that the person you are communicating with already understands what is being said         |
| 4. budget (n)          | d. being of a high standard, excellent  |
| 5. obviously (adv.)    | e. being correct and true   |
| 6. precise (adj.)      | f. use the cost of one thing to reduce or cancel the effects of another cost  |
| 7. offset (v)          | g. not enough employees for a company to function properly  |

## Part B: Now complete the following sentences with the vocabulary from Part A.

1. The end of year party will have to be smaller this year as we don't have enough money left in the \_\_\_\_\_.
2. The increase in sales we had from going to the conference more than \_\_\_\_\_ the cost of our flights to Rome.
3. As there is a problem with the electricity, we \_\_\_\_\_ can't finish the presentation today, so we will have to schedule it again for next week.
4. The performance of this department has been \_\_\_\_\_ this year and the sales results prove that. We've never made so much profit before.
5. We all have a lot more work to do than normal as the company is \_\_\_\_\_ at the moment.
6. The sales brochure is with the \_\_\_\_\_ department at the moment who are checking that all of the information is correct before we publish.
7. Please make sure you are as \_\_\_\_\_ as possible with the expected sales figures so we don't have problems later.



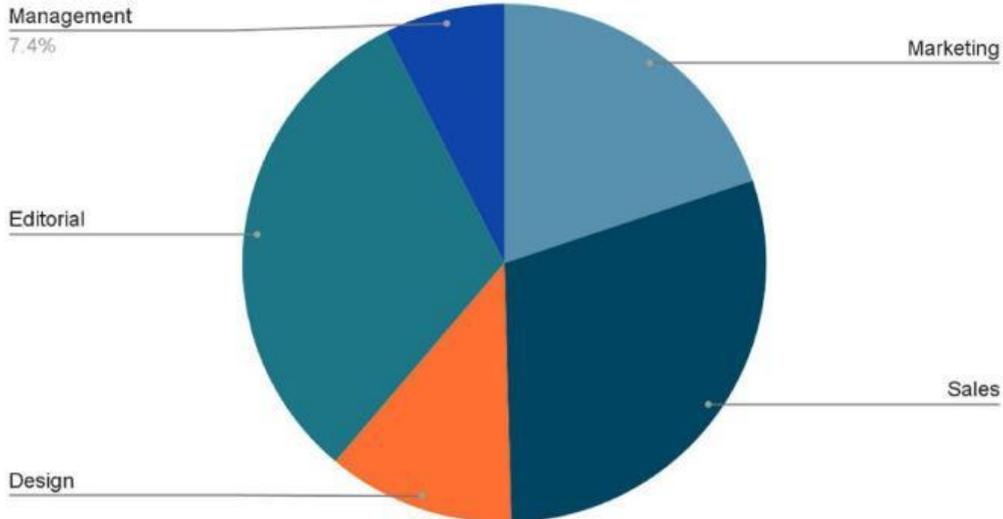
## 6

## Listening for details



Listen to the presentation and complete the missing information on the labels.

## Company expenses



## 7

## Listening comprehension

Now answer the following questions.

1. Why are costs low for management?

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2. What change is happening next year for the Editorial and Design departments?

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3. What has made Editorial costs high this year?

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4. What will happen to Design costs next year?

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5. What have salespeople been doing a lot this year?

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6. What is predicted to happen to sales costs next year?

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7. What do they expect to happen to marketing costs?

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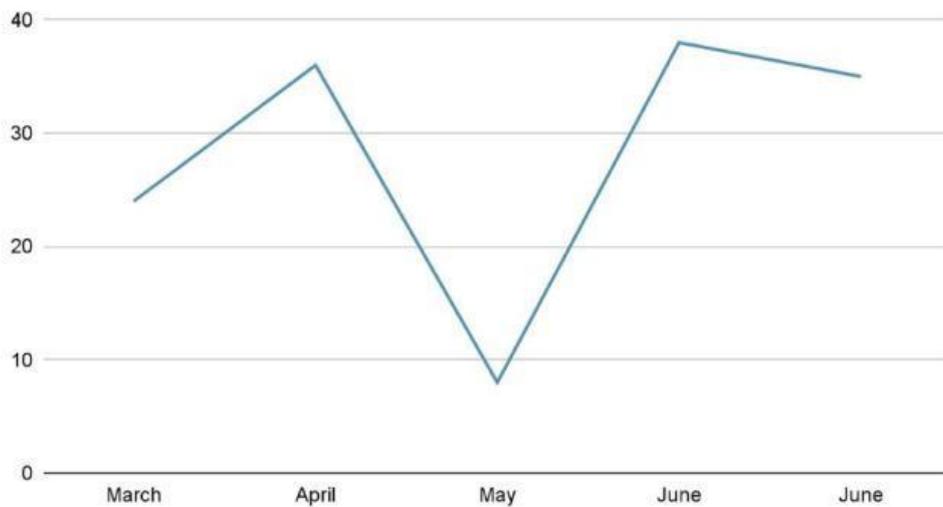


### 8 Talking point

Your teacher will give you a graph to describe to your partner. Do not show your graph to your partner. Describe the changes using the language from today's lesson. Draw the sales of your partner's company on your graph. When you have finished, compare your graphs to see if you have accurately described what your graph looks like.

#### Student A

Cain industries



#### Student B

San corporation

