

# Describing trends in business



1. \_\_\_\_\_



2. \_\_\_\_\_



3. \_\_\_\_\_



4. \_\_\_\_\_



5. \_\_\_\_\_



6. \_\_\_\_\_



7. \_\_\_\_\_



8. \_\_\_\_\_



9. \_\_\_\_\_



10. \_\_\_\_\_

**Match the words to the pictures.**

projection    losses    "raw materials"  
 revenue    prescribe    gains    decline  
 "cost cutting"    unemployment  
 launch    demand

**Complete the sentences with the words and phrases below:**

peaked    decreased sharply    increased slightly    gone down slowly    remained steady  
 increased sharply    fluctuated a little    fluctuated a lot    stayed the same    decreased slightly

1. Sales for the first quarter of the year \_\_\_\_\_, with no significant changes compared to the previous year.
2. The company's revenue \_\_\_\_\_ after the introduction of a new product line, exceeding initial projections.
3. The unemployment rate has \_\_\_\_\_ in the past month, and experts predict it will continue to decrease.
4. After a surge in demand during the holiday season, customer traffic has \_\_\_\_\_ in the new year.
5. The value of the stock has \_\_\_\_\_ over the past year, with investors experiencing significant gains and losses.
6. Despite several promotions, employee turnover has \_\_\_\_\_ in the last quarter.
7. The company's profits have \_\_\_\_\_, but only slightly, causing management to consider cost-cutting measures.
8. Interest in the product \_\_\_\_\_ during the launch, but has since declined to pre-launch levels.
9. The cost of raw materials has \_\_\_\_\_ over the past few months, resulting in a small price increase for consumers.
10. Demand for the company's services has \_\_\_\_\_, with no clear trend in either direction.

## Answers for business trends

### Pictures

1. unemployment
2. revenue
3. gains
4. projection
5. losses
6. launch
7. decline
8. raw materials
9. demand
10. cost cutting

Possible answers (some sentences may have several possible answers).

1. Sales for the first quarter of the year **remained steady**, with no significant changes compared to the previous year.
2. The company's revenue **increased sharply** after the introduction of a new product line, exceeding initial projections.
3. The unemployment rate has **decreased slightly** in the past month, but experts predict it will continue to decrease.
4. After a surge in demand during the holiday season, customer traffic has **decreased sharply** in the new year.
5. The value of the stock **fluctuated a lot** over the past year, with investors experiencing significant gains and losses.
6. Despite several promotions, employee turnover has **stayed the same** in the last quarter.
7. The company's profits **decreased slightly**, causing management to consider cost-cutting measures.
8. Interest in the product **peaked** during the launch, but has since declined to pre-launch levels.
- 9.. The cost of raw materials **went down slowly** over the past few months, resulting in a small price increase for consumers.
10. Demand for the company's services **fluctuated a little**, with no clear trend in either direction.