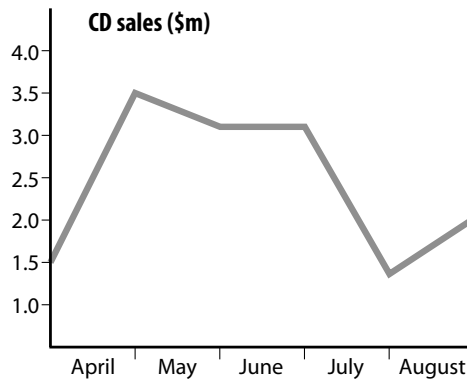


4 COMPANY PERFORMANCE

1 Describing graphs

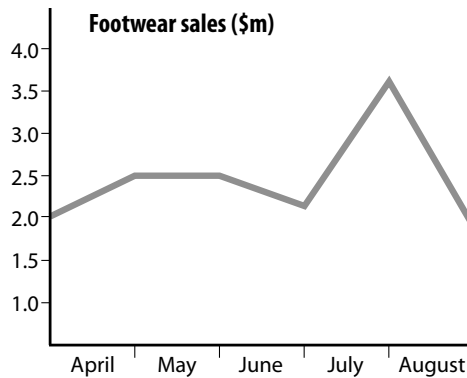
- 1 Look at the graph and fill in the blanks in the report on CD sales at Save-O-Mart discount stores. Use the words in the box.



rose slightly	rose sharply	remained constant
fell slightly	fell sharply	

CD sales were very uneven last year. In April sales ¹..... from \$1.5 million to \$3.5 million. In May they ²..... to just over \$3 million. In June sales ³..... but ⁴..... in July to just under \$1.5 million. In August they ⁵..... to \$2 million.

- 2 Now use the graph below to write a short report on footwear sales. Use the report in Exercise 1 to help you.



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.....
.....
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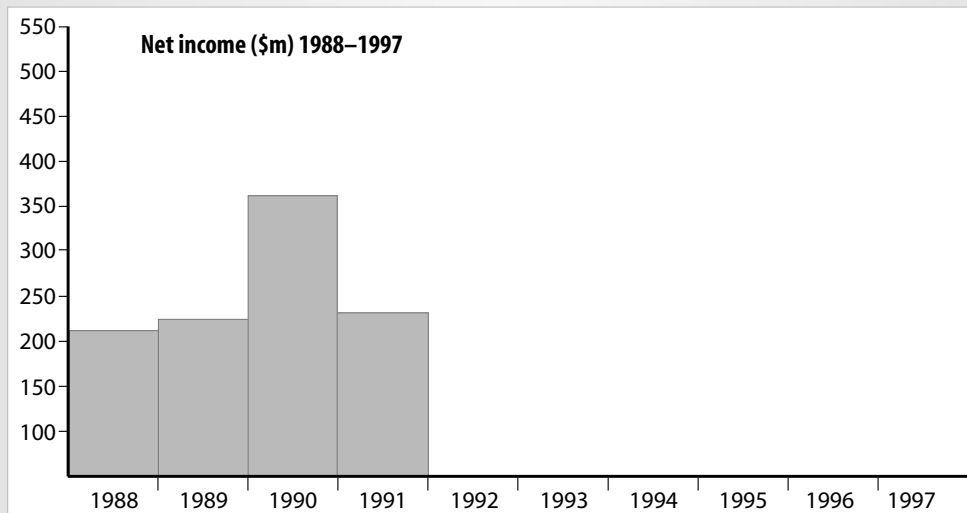


2 A financial report

Koç (pronounced *coach*) is Turkey's largest group of companies. It produces cars, buses, trucks, and auto parts. Other businesses include household appliances, insurance, food production, construction, and tourism.

Read this information about the company and use it to complete the graph below.

The company's net income increased from 1988 to 1997. However, growth was uneven and was greatly affected by the Turkish economy. After slow growth at the end of the 1980s, there was a large increase in 1990, but the following year income fell again. In 1992 there was a large increase to \$320 million. Income rose sharply by \$216 million to \$536 million in 1993. In 1994 income fell to \$330 million, but rose again by \$95 million in 1995. There was a slight increase in 1996 to \$438 million, but then income fell sharply by \$281 million in 1997, finishing at \$157 million. However, prospects in the next few years are good for Turkey's largest industrial company.



3 Newspaper headlines

Look at some headlines from the business pages of different newspapers. Match the headlines with the phrases below. There are two headlines for each phrase. Use your dictionary to help you.

- a fall sharply
- b fall slightly
- c rise sharply
- d rise slightly
- e remain constant

4 Comparing data

World motor vehicle production (in thousands)					
	1992	1993	1994	1995	1996
USA	9,729	10,898	12,263	11,985	11,799
Europe	17,628	15,208	16,195	17,001	17,728
Japan	12,499	11,228	10,554	10,196	10,346

1 Are these sentences true or false? Check (✓) the correct answers.

- | | True | False |
|--|--------------------------|--------------------------|
| a The USA produced more cars in 1992 than in 1993. | <input type="checkbox"/> | <input type="checkbox"/> |
| b Japan produced more cars in 1993 than in 1994. | <input type="checkbox"/> | <input type="checkbox"/> |
| c Europe produced fewer cars than the USA in 1995. | <input type="checkbox"/> | <input type="checkbox"/> |
| d Europe's best year was 1996. | <input type="checkbox"/> | <input type="checkbox"/> |
| e The USA's production was highest in 1993. | <input type="checkbox"/> | <input type="checkbox"/> |
| f Japan's production was lowest in 1995. | <input type="checkbox"/> | <input type="checkbox"/> |

2 Write three true sentences comparing the motor vehicle production figures in Exercise 1.

- a
- b
- c

5 Business writing: an apology

1 Read the e-mail message and answer the questions below. Write short answers.

E-mail message
From: Kay Ashton
To: Pierre Levin
Subject: Our meeting

Dear Pierre,
I'd like to apologize for canceling our meeting on Wednesday on such short notice. I hope it didn't inconvenience you too much. My car broke down on the expressway, and I had to wait an hour for a tow truck.

How about meeting early next week, say Monday at 10:00 a.m.?

I look forward to hearing from you, and apologies once again.

Kay

- a Who is apologizing?
- b Why?
- c What is her excuse?
- d Does she suggest another time?

2 Write a similar message apologizing to a business acquaintance. Use the information below.

You are writing to Tanya Jacobs. You canceled a meeting last Friday on short notice because you had to attend an emergency meeting. You suggest a meeting on Thursday at 2:00 p.m.

E-mail message
From:

To:

Subject:

.....

.....

.....

.....

.....

.....