

## A Increase and decrease

Upward movement			
Verbs		Nouns	
to rise	to increase	a rise	an increase
to grow	to climb	a growth	an improvement*
to improve*	to get better*	* (only for positive situations)	
*(only for positive situations)			

The basic income tax rate will rise from 25% to 28%.

ABC sales improved last year by 10% to \$1m.

The UK inflation rate has climbed to 3%.

Downward movement			
Verbs		Nouns	
to fall	to decline	a fall	a decline
to decrease	to drop	a decrease	a drop
to deteriorate*	to get worse*	a deterioration*	
*(only for negative situations)		*(only for negative situations)	

Travel agents are expecting a 4% fall in prices.

CBA profits decreased from €4.5m to €4.2m as sales continued to deteriorate.

## B Rate of change

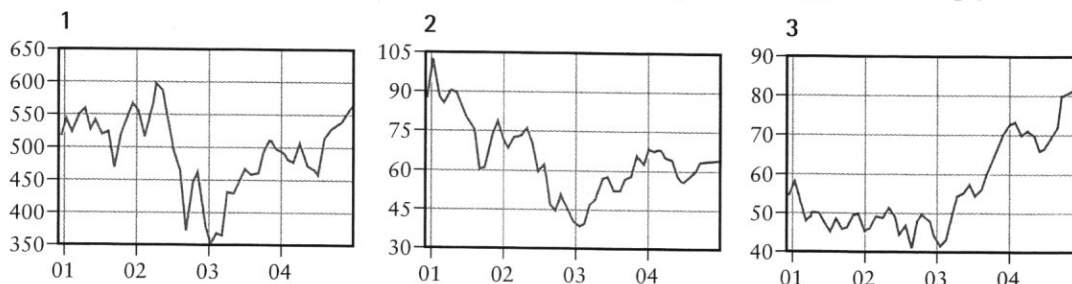
Adjectives and adverbs can describe both the quantity and the speed of a change.

Large changes	Fast changes	Regular changes
considerable – considerably dramatic – dramatically sharp – sharply significant – significantly substantial – substantially	abrupt – abruptly quick – quickly rapid – rapidly sudden – suddenly	gradual – gradually steady – steadily
Small changes	Slow changes	
moderate – moderately slight – slightly	slow – slowly	

## C High points, low points, and staying the same

To reach the highest point and then go down	To reach the lowest point and then rise
to peak to top out to reach a peak to reach a maximum	to hit bottom to bottom out to reach a low point
To stay at the same level on the graph or chart	To go up and down continuously
to remain stable to stabilize to remain constant to level off	to fluctuate

**38.1** Match the graphs (1–3) to the descriptions (a–c). Look at A, B and C opposite to help you.



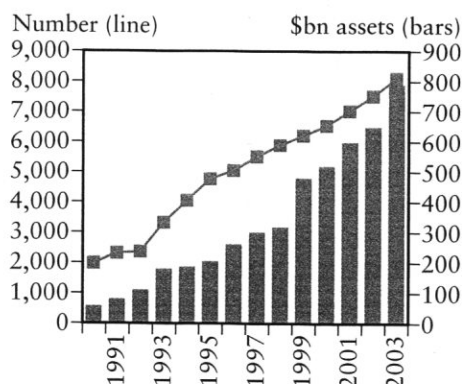
- a After peaking early in 2001, Deutsche Bank shares declined for nearly two years, apart from a slight rise in the autumn of 2001. They bottomed out in early 2003, and climbed steadily for most of the year. They fell again in the summer of 2004, but the end of the year saw an improvement.
- b Following a sharp fall early in 2001, UBS shares were up and down for a couple of years, reaching a low of CHF40 in September 2002. They improved steadily in 2003 and after a moderate drop in the middle of 2004 they began to increase again.
- c Barclays shares reached a peak in spring 2002, and then fell steadily for six months, before rising slightly and then dropping again until the end of the year. However, 2003, saw an almost uninterrupted growth, which despite a couple of moderate falls continued in 2004.

**38.2** Complete the text describing the graph with words from the box. Look at A, B and C opposite to help you.

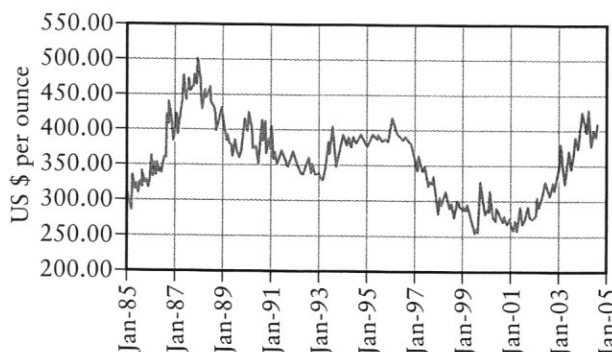
grew slowly	increased rapidly
remained stable	risen regularly
sharp increases	

The number of hedge funds (1) ..... in 1991–92 but has (2) ..... ever since. Although the number of funds (3) ..... between 1992 and 1997 the assets of the funds only (4) ..... . There were (5) ..... in hedge funds' total assets in 1999 and 2003.

**Growth of hedge funds**



**38.3** Describe the graph showing the price of gold. Look at A, B and C opposite to help you.



**Over to you**

Find a graph on the internet showing recent changes in the sales, profits or stock price of a company you are interested in, and describe it using words from the opposite page.

## Topic 10.1

## Increasing Sales – Describing Trading Performance



### PRACTISE YOUR VOCABULARY

1 Put each of the verbs showing change into the correct place in the table.

to rise to increase to decrease to improve to fall to drop to level off  
to stabilize to reach a peak to peak to remain constant

↑	→	↓

2 Wordbuilding:

a True or false? The following terms do not have a corresponding noun:

to level off to reach a peak to remain constant

b Write the noun form, where appropriate, of the verbs in the table above (be careful with improve and grow!).

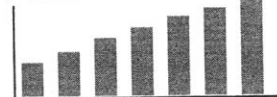
3 The eight graphs describe the trading performance of Manton Inc. Choose one of the terms in the box to describe each graph.

grew rapidly fell slightly rose sharply levelled off remained constant peaked dramatically  
increased gradually improved steadily

1 Turnover



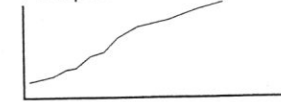
2 Costs



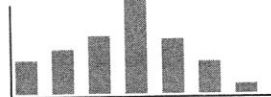
3 Sales



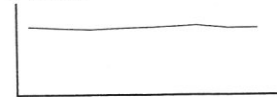
4 Output



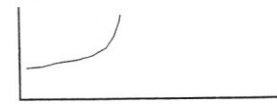
5 Prices



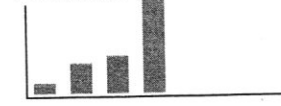
6 Profits



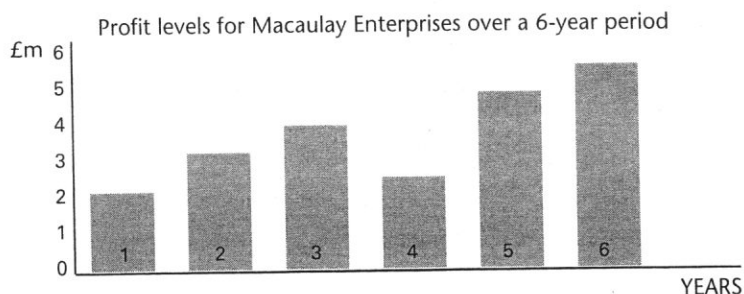
7 Overheads



8 Demand



4 Look at the bar chart and circle the correct word in each sentence to describe it.



a Profit has increased/remaining constant/decreased over the 6-year period.

b There was a levelling off/temporary fall/peak in profits in year 4.

c Profit over the period has increased steadily/slightly.