

# Listening

Kenrig is an electrical goods retailer selling a range of household appliances including fridges, radios and mobile phones. Their mobile phone sales have increased rapidly in recent years.

Listen to the CEO briefing a team of researchers and note down two things that he asks them to do.

# Right answers:

- To prepare a short presentation on general mobile use in Africa;
- To recommend 3 countries where the company could test run the first outlets by making a priority

# Graphic organizers

Match the pictures with the types of visuals:

pie chart

candlestick chart

bar chart

table

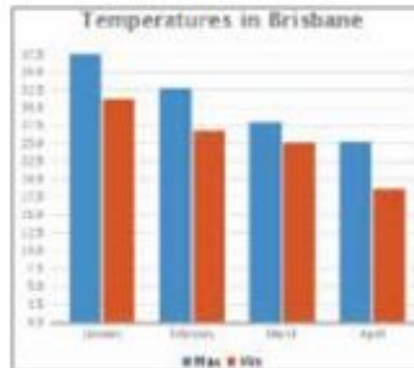
flow chart

line graph

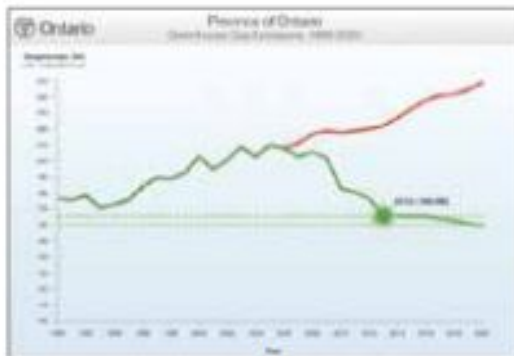
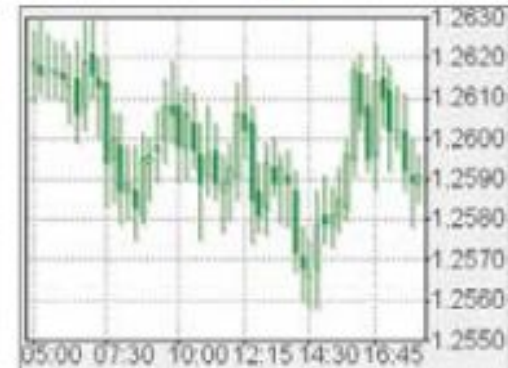
a)

	No.	%
All members	26	41.3
Most members	5	7.9
Primary reviewers	9	14.3
Expert secretary	6	9.5
Replaced by presentation	9	14.3
Only a few	3	4.8
Others	3	4.8
No response	2	3.2
Total	63	100.0

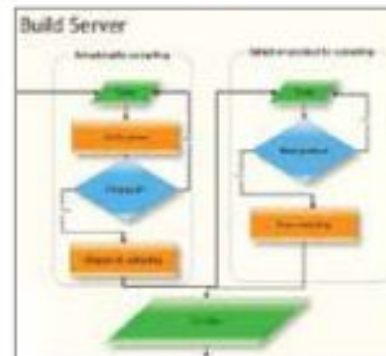
b)



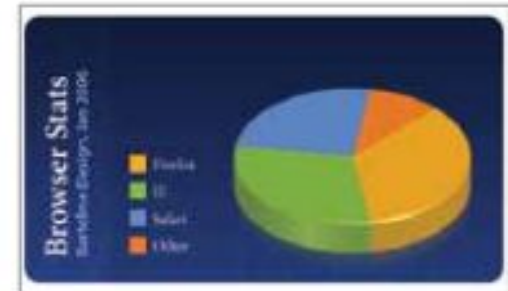
c)



d)



e)



f)

# Discuss with the partner:

- ❖ Which visual would you use to show:
  - the growth of sales of different cell phone models?
  - changes in average June temperature over a period of 5 years?
- ❖ What other kinds of aids can be used (e.g., audio files)?
- ❖ Is it possible to have a visual presentation overload?

# Presentation overload



# Describing trends

Can you explain what these verbs mean?

- To fluctuate
- To boom
- To leave off
- To plummet

Look at the picture. Complete the description with the words from the box

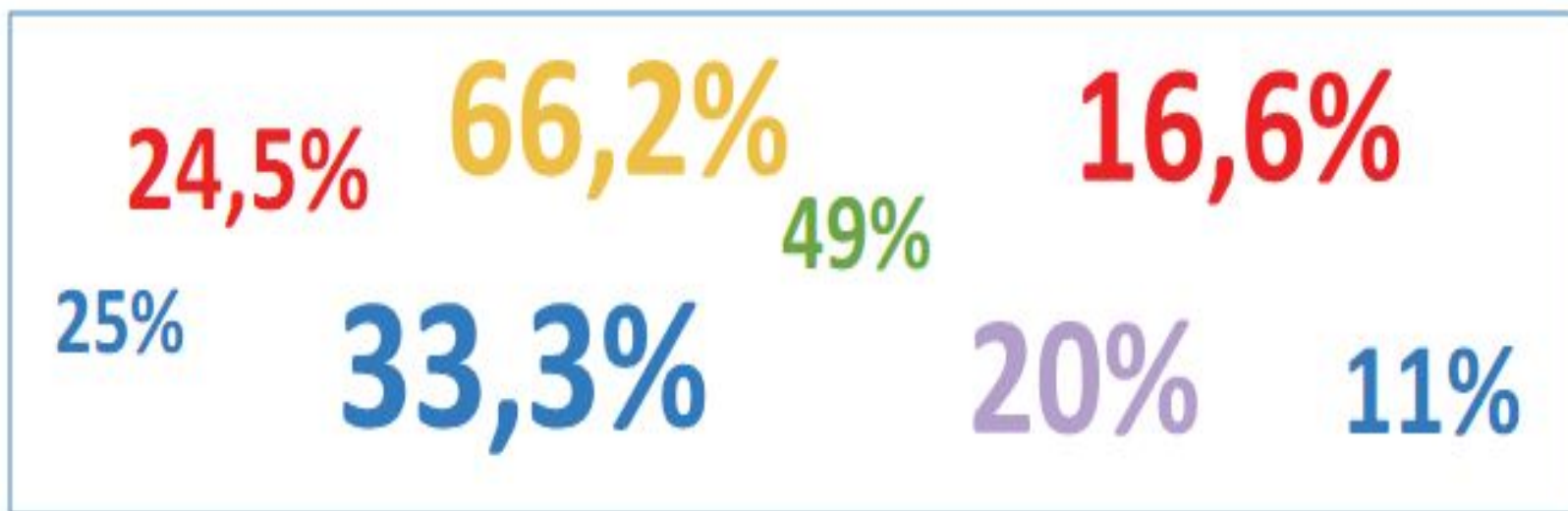


# Figures:

- just under a quarter \_\_\_\_\_ **66.8%**
- just over two thirds \_\_\_\_\_ **24%**
- slightly less than a third \_\_\_\_\_ **75%**
- just over half \_\_\_\_\_ **51%**
- (exactly) three quarters \_\_\_\_\_ **80%**
- more than three quarters \_\_\_\_\_ **48%**
- approximately three quarters \_\_\_\_\_ **74.5%**
- almost half \_\_\_\_\_ **32%**



With a partner give fractional equivalents to these percentages:



# Complete the text using the words below:

trend

shows

compares

see

look at

clear

This picture \_\_\_\_\_ the problem we have had in recent months. On the right you can \_\_\_\_\_ the significant fall in sales caused by the competition. The next picture \_\_\_\_\_ the current sales figures for each product with four months ago. Now if we \_\_\_\_\_ the sales dynamics over a four-month period, it's \_\_\_\_\_ that the fall has been dramatic! The \_\_\_\_\_ is for more losses over the months unless we take action.