Your business

ENGLISH 2

Your future

Foreword

I warmly welcome you to the course English 2. This course is designed for second year students whose major discipline is Management, Accounting, and Islamic Economy. I can assure you that you will enjoy studying this course that will help you in mastering English both written and orally that you can use in your daily life, job, and profession to be a manager.

This course handout is meant to give you a general overview of what this course is all about. It will briefly tell you what the course is about, what course materials you will be using and how to work your way through these materials. You are expected to complete it in one semester of about three months with your lecturer helping out. It is left for you to make sure that you attend lectures and agree with your lecturer on how best to complete this handout and at the same time make the best out of it.

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A. Reading Comprehension

Read the text carefully!

The marketing mix
7 Ps of the marketing mix…
…a framework for complete marketing

> **Product**
> **Price**
> **Promotion**
> **Place**
> **People**
> **Process**
> **Physical Evidence**

Why is a framework for *marketing* important?

When you are developing your marketing plan, there are many factors that need to be considered. So many, that it could be easy to miss an important element. And since all these elements are interlinked, overlooking one factor could mean that the decisions you make about the others are not fully informed.

So why 7 Ps?

Traditionally, the marketing mix was developed for the fast moving consumer goods sector, and there were 4 Ps: Product, Price, Promotion, and Place (or distribution). As service sectors have become more aware of marketing, this marketing mix has been developed to also include: People, Process and Physical Evidence.
Even if you think you only sell a product, so the original 4 Ps will suffice, it can be useful to think how much of a service element there is to your business. Indeed, the goods-service continuum demonstrates that very few products are purely goods and very few purely service.

> **Goods** ⟷ **Service**
> **Tangible** **Intangible**

Most of us sell either products with a surrounding service element (for example, a customer care help-line for a software retailer) or services with a tangible element (the skill of a hair stylist is a service but tangible products are required to deliver it).
So it could be wise, even for product manufacturers, to consider all 7 Ps in their marketing mix.

The 7 Ps of the marketing mix

Product
As seen in the goods-service continuum, your product can have both tangible and intangible aspects, and is the thing you offer to satisfy your customers' wants and needs.

Within this element, you need to consider such things as your product range; its quality and design; its features and the benefits it offers; sizing and packaging; and any add-on guarantees and customer service offerings.

Price
Sound pricing decisions are crucial to a successful business and should be considered at both long-term strategic and short-term tactical levels. Within this element of the mix you should consider list price and discount price; terms and conditions of payment; and the price sensitivity of your market. Worth remembering is the connection of price to your position in the marketing – specifically that only one operator in any market can be the cheapest. Jostling between competitors for this position is rarely wise.

Promotion
This is the element of the marketing mix that most people mean when they talk about 'marketing'. But jumping straight into decisions about what promotional tools to use without considering their relationship to the rest of the mix can be a sure-fire way to waste money.

There are many different promotional techniques, each with their own strengths but essentially they can be broken down into four broad categories: Advertising; Public Relations; Sales Promotions; and Direct Selling. These techniques are used to communicate the specific benefits of your product to your customers.

Place
Marketers love models that explain the way they work; they love it even more when elements of each model begin with the same letter – hence the use of the word 'Place' to describe distribution channels.

Your choice of such channels is important, as is the variety of channels you use. For example, a common issue for businesses beginning to trade on-line is how that will affect their off-line business, for example selling directly through the web could alienate retail outlets that have been the mainstay of your business in the past.

People
The impact that your people can have on your marketing cannot be underestimated. At its most obvious, this element covers your front line sales and customer service staff who will have a direct impact on how your product is perceived.
You need to consider the knowledge and skills of your staff; their motivation and investment in supporting your brand. Any element of the marketing mix will also have its impact on other elements of your business, but the people element is one where the importance of regarding marketing as an integral part of the way you do business is crystal clear.

Process

The process part of the mix is about being 'easy to do business with'. If you've ever become frustrated at call centers that can't answer your questions, or annoyed when you can't buy something in a shop because the computerized till doesn't recognize that it exists, even when you can see it on the shelves, you'll know how important this element can be.

The more 'high contact' your product, and the more intangible, the more important it is to get your processes right. Remember to look at this from your customers' point of view. The process problems that are most annoying to a customer are those that are designed for the provider's convenience, not the customer.

Physical Evidence

When you sell tangible goods, you can offer your customer the chance to 'try before they buy', or at least see, touch or smell. With services, unless you offer a free trial, your customer will often be buying on trust. And to help them do so you need to provide as much evidence of the quality you will be providing as possible.

So physical evidence refers to all the tangible, visible touch points that your customer will encounter before they buy, from your reception area and signage, to your staff's clothing and they images you include in you corporate brochure.

Think about how all the elements of your marketing mix hang together. Does your pricing reflect the quality of your product? Does your choice of promotional tools reinforce your choice of distribution channel? Do your people understand how to implement your process?

B. Questions for Comprehension

Answer the following questions briefly and in complete sentences!

1. Why is a framework for *marketing* important?

2. Why has marketing mix been developed into 7 Ps?

3. What is product?

4. What should you consider in deciding the product that you will sell?

5. What should you consider in deciding the price of your product?

6. What techniques can you use to communicate the specific benefits of your product to your customer?

7. What does the word "place" describe?

8. What should you consider in deciding the people element (staffs) that will sell your product?

9. What is the process part of the mix about?

10. What does physical evidence mean?

C. Vocabulary
Translate the following words or phrase into Bahasa!

1	Marketing		24	Marketing mix	
2	consumer		25	goods	
3	service		26	product	
4	price		27	promotion	
5	place		28	distribution	
6	people		29	Process	
7	Physical evidence		30	Marketing plan	
8	sell		31	suffice	
9	business		32	tangible	
10	intangible		33	product manufacturers	
11	satisfy		34	Customer's needs and wants	
12	Sound pricing decisions		35	Product range	
13	Quality		36	Design	
14	features		37	Benefits	
15	Offer		38	Sizing	
16	Packaging		39	guarantee	
17	customer service offerings		40	List price	
18	Terms and condition of payment		41	Market price sensitivity	
19	promotional tools		42	Advertising	
20	Public relation		43	Sales promotion	
21	Direct selling		44	Distribution channel	
22	staff		45	brand	
23	buy		46	touch	

D. Assignment

Choose the product that you are interested and answer the following questions!

1. Why do you choose the product?
2. What features does your product have to meet your customers' needs? What does it look like?
3. How and where will the customer use it?
4. What will be the brand of your product?
5. Where do buyers look for your product? If they look in a store, what kind? A specialist boutique or in a supermarket, or both? Or online? Or direct, via a catalogue?
6. How much does your product cost?
7. What discounts will be offered to trade customers, or to other specific segments of your market?
8. How will you do the promotions?
9. What is the tagline of your product?

Advertising

A. Definition

Advertising is the paid presentation and promotion of ideas, goods, or services by an identified in a mass medium. Examples include print ads, radio, television, billboard, direct mail, brochures and catalogs, signs, in-store displays, posters, mobile apps, motion pictures, web pages, banner ads, emails.

B. Common Elements of Advertisement

1. **Headline:** a headline is word phrase or short sentence which is at the start of a paragraph and it has various color and bold and large font size and its functions are for attracting the readers' attention and leading them to read the copy of advertisement.

   It can be: word group, imperative, declarative (rare)

   Examples:

   ✓ Word group
   - o A wish to explore
   - o Special Gift
   - o Mokamula Homemade Fashion

   ✓ Imperative
   - o Welcome to Kartini Beach

   ✓ Declarative
   - o d'Season presents Music Festival

2. **Image**

3. **Address, phone, fax number**

   It can be: word groups and numbers, and imperative.

   Examples:

   ✓ Word group

   No.22-24, Jl. Ciawitali, Cimahi Utara, Cimahi, Jawa Barat 40512
   Phone:0857-2269-6988
   Hours: Open today · 9AM–6PM

   ✓ Imperative

   Further information for reservation Meeting and Celebration, visit our hotel
   Call 0281-6844040
   Fax 0281-6844041

4. **Body Copy (Product Description):** a copy is the body or the text of an advertisement for persuading, catching and holding the interest of prospective buyers. It can be about information of a product or the advantages of buying and using a product. Finally, it consists of a line, two or a single paragraph or quite heavy paragraphs.

   It can be: declarative, imperative, word group.

Examples:
- ✓ Declarative

  The **MOKAMULA** is a fantastic and stand-out wallet, which represents the delicate and strong side of woman.

  This unique wallet is handmade by talented artisans from Bandung. Equipped with along strap, the **MOKAMULA** is made from suede fabric, with unique patterned embroidery applications. It is multifunctional as a wallet, card holder and a mobile phone or tab. The **MOKAMULA** is 23x14x3cm in size, which its inside is from denier materials and consists of 2 places for hand phone, 1 place for 7 inch tab, 20 card slots, one place for coins and 2 places for folding money. By purchasing quality items such as this, you will look so beautiful and fashionable with only Rp. 120.000,-.

- ✓ Imperative

  Celebrate this Chinese New Year with the authenticity of a series of our special festive promotions. Do not miss   the especially created sweetness, lavishly packed as perfect gifts during these happy and prosperous moments. Let's celebrate the lucky number 8.

- ✓ Word Group

  Conditions:
  - Superior Room
  - Inclusive breakfast, lunch, dinner for 1 (one) person
  - Free 1 hour Karaoke at Batavia Karaoke

5. Price (optional)

It can be word groups, declarative sentences or imperative sentences.
Examples:
- ✓ Declarative

  A 'Jakarta Escapade' at InterContinental Jakarta MidPlaza starts at just Rp. 988.00,-per room per night. And it is valid on weekdays and weekends from 25th March until 12thApril 2015.For the remainder of April, this package is valid for weekends only.

- ✓ Word Group

  Regular
  Rp 1.920.000 net
  Stay 2 nights in a garden Chalet

- ✓ Imperative

  Stay for 2 nights,get 1 additional night free.

6. Logo (optional)

C. Brochure

Brochure is an informational pamphlet or leaflet advertising an organization, business, event, product, or service.

Purpose: To package **information** in a simple, eye-catching design that **attracts** potential clients.

Creating Your Brochure

1. Grab attention -> Use catchy phrases or images
   • Attractive entire look (design: colors, fonts, graphics, and layout)
   • Complete
2. Be Brief
3. Organize information
   Use subheadings, textboxes, and bullets to break up text and organize information. Information to include:

   5 W and 1 H
   a. Who is manufactured?
   b. What is the product?
   c. Why should the customer buy it?
   d. Where can the customer find this?
   e. When the customer can buy it?
   f. How can the customer buy it?
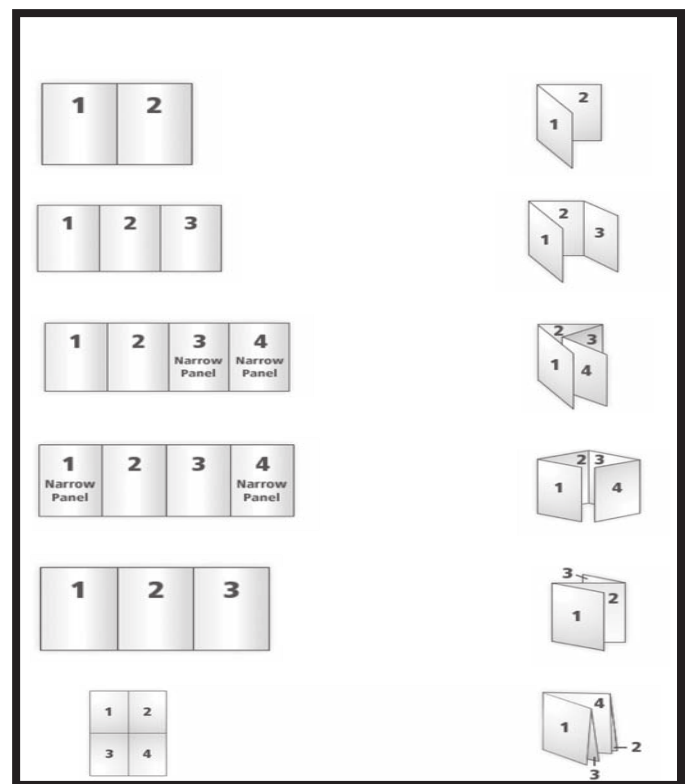
D. Assignment - Writing

1. Choose a product in which you are interested. It is important that you not only find a unique product but something that has a nice market as well. After you decide the product, make description of your product. Your description should be compelling, informative, persuasive and unique. Don't forget to include the features of your product and its benefits.
2. Individually, make a brochure based on the product you describe.

MOKAMULA
HOMEMADE FASHION

7CEA83C7

08995632006

Only Rp. 120.000,-

Product Detail
Size: 23x14x3cm
Materials: suede fabric (outside)
            denier materials (inside)
Detail : 2 places for hand phone
        1 place for 7 inch tab
        20 card slots,
        a place for coins
        2 places for folding money
Accessories: Long strap

For further information: **www.mokamula.com**

Salesperson

A. Definition

A **salesperson** is an individual who sells goods and services to other entities. The successfulness of a salesperson is usually measured by the amount of sales he or she is able to make during a given period and how good that person is in persuading individuals to make a purchase. If a salesperson is employed by a company, in some cases compensation can be decreased or increased based on the amount of goods or services sold.

http://www.businessdictionary.com/definition/salesperson.html

B. Be the Best Salesperson

Here are some tips to be the best salesperson:
a. Have a good performance
b. Smart
c. Communicative
d. Patient
e. Polite
f. Confident
g. Skillful
h. Friendly

The following is the step to present the product or service to the potential customer:

a. **Greet the customers in a nice way.** Be sure to state your name after saying your hellos and be sure to introduce yourself *__briefly__*.
   - *Hello*
   - *Good morning madam/sir*
     Good afternoon ladies
     Good evening ladies and gentlemen
   - *I am<name> from<company's name>*
     I am <name> I represent my company, <company's name>
     I am<name> I am the representative of<company's name>

b. **Before introducing your product, start off with a rhetorical question.** That will grab your client's attention.
  - *Are you searching for multifunctional wallet with exclusive design?*

c. **Introduce your product.** Tell your client how the product can be a big help.
  - *I would like to introduce you to our new product namely……………/*
    Let me introduce you to a new product from our company namely………………/
    Allow me to introduce you to a new product from our company namely………..
  - *This product contains…………*
    This product made of…………
    This product can help you…………
    This product has some benefits such as…………
    There are some advantages you can get by using this product.
    By using this product you will……………
    There are some ingredients found in the product, such as…………
    This product has some qualities, such as………
    You won't be disappointed when you use this product because…………

d. **When your advertisement is almost over, give your potential customer a special offer.**
  - *Call now and we'll add a bonus product in this offer absolutely free.*
    To get this product you can just pay……………..
    How about the price? Well, just pay………… and you will take it.
    In this promotion, you can get this product only………..
    If you buy this product in this promotion time, you will get it. (50% discount, a beautiful glass, buys 1 get 1, etc.)

e. **Close and thank**
  - *Well, that's all my presentation for today. I hope you get new information about our product. Thanks for your nice attention and see you later. Bye.*

C. Assignment

Individually, make yourself as the salesperson. Sell the product from your brochure and demonstrate the way you sell in front of the class!

Financial statements and ratios

Statement of Financial Position, Notes, Annual Report, Budget ...

Balance Sheet, Statement of Cash Flows, Statement of Earnings ...

Market Capitalization, Discounted Cash Flows ...

STARTER

Management Accounts, Investments, Statement of Shareholders' Equity ...

The man in the picture is thinking about different types of financial statements. Which ones are you familiar with? Can you explain what they are used for?

1. Here are two typical examples of the disclosures required under U.S. law. In the U.K. one would be called a Balance Sheet, and other a profit and loss Statement. In the U.S. they have other names. Which is which?

Statement of Financial Position

At December 31 (In millions)	2006	2005
Assets		
Cash and equivalents	$ 13,485	$ 18,278
Investment securities	67,833	61,890
Current receivables	7,290	6,870
Inventories	3,444	3,281
Financing receivables	121,189	113,871
Insurance receivables	2,560	2,187
Other receivables	985	1,009
Property, plant and equipment – net	46,005	44,875
Investments	18,320	18,320
Intangible assets	19,836	17,998
All other assets	65,871	62,755
Total assets	**$ 366,818**	**$ 351,334**
Liabilities and equity		
Short-term borrowings	$ 95,531	92,736
Accounts payable	12,894	10,209
Progress collections	2,890	3,897
Dividends payable	1,155	1,102
All other current costs and expenses accrued	9,598	8,293
Long-term borrowings	75,728	70,354
Insurance liabilities, reserves and annuity benefits	85,389	84,283
All other liabilities	37,487	33,763
Deferred income taxes	12,736	14,198
Total Liabilities	**333,408**	**318,835**

|	2,374	2,179
Minority interest in equity of consolidated affiliates	2,374	2,179
Common stock	1,214	1,214
Accumulated gains/(losses) – net	2,189	2,427
Other capital	9,827	9,834
Retained earnings	30,545	29,772
Less common stock held in treasury	(12,739)	(12,927)
Total share owners equity	31,036	30,320
Total liabilities and equity	$ 366,818	$ 351,334

Statement of Earnings

For the years ended December 31 (In millions; per share amounts in dollars)	2006	2005	2004
Revenues			
Sales of goods	$ 80,746	$ 78,847	$ 74,387
Sales of services	4,384	4,267	5,925
Other income	1,212	1,434	1,228
Total revenues	86,342	84,548	81,540
Costs and expenses			
Cost of goods sold	28,659	27,498	25,728
Cost of services sold	4,112	4,255	5,601
Interest and financial charges	8,518	8,855	8,645
Insurance losses and policyholder and annuity benefits	10,372	10,137	9,928
Provision for losses on financing receivables	4,374	4,561	4,612
Other costs and expenses	16,811	16,735	14,480
Minority interest in net earnings of consolidated affiliates	215	188	195
Total costs and expenses	73,061	72,229	69,189
Earnings before income taxes and accounting changes	13,281	12,319	12,351
Provision for income taxes	(3,547)	(3,188)	(3,441)
Earnings before accounting changes	9,734	9,131	8,910
Cumulative effect of accounting changes	0	(212)	0
Net earnings	$ 9,734	$ 8,919	$ 8,910
Per-share amounts			
Per-share amounts before accounting changes			
Diluted earnings per share	$ 1.22	$ 1.16	$ 1.13
Basic earnings per share	$ 1.23	$ 1.17	$ 1.14
Per-share amounts after accounting changes			
Diluted earnings per share	$ 1.22	$ 1.13	$ 1.13
Basic earnings per share	$ 1.23	$ 1.14	$ 1.14
Dividends declared per share	$ 0.49	$ .046	$ 0.45

2. **Match the words with their partners, and then look at the statements again to check.**
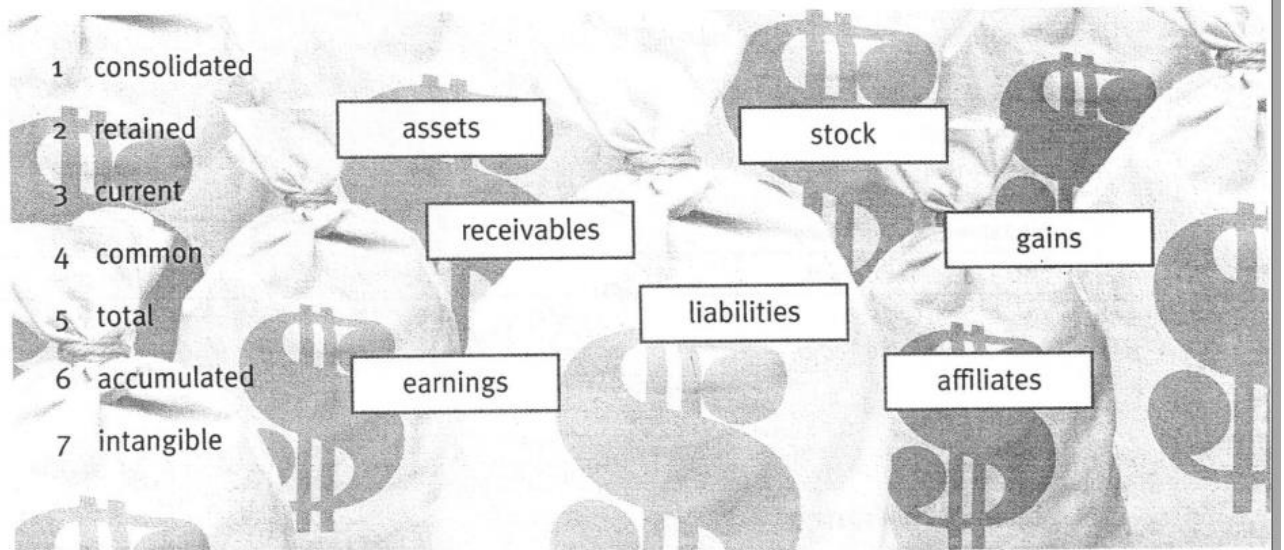
Now match the word partners to their definitions

a. An asset which does not have a physical nature (such as a trademark or a patent).
b. The holding company owns a minority interest (less than 50%), but the accounts are nevertheless consolidated.
c. The total legal obligations of a company to pay other parties.
d. The ordinary shares held by the owners, who therefore are the last to receive their money back in the event of liquidation.
e. Amount that will be collected in the normal course of business within one year.
f. Profit which is not paid out to shareholders in the form of dividends, but instead is kept by the company to reinvest or pay off debts.
g. The amounts affecting common stockholders, but not from movements in the stock of the company (e.g. currency translation adjustments).

3. **Compare the finance statements on page 1 and 2 to ones from your country. Make some notes for a colleague in the U.S., summarizing the major differences in the lay out.**

DID YOU KNOW?

The U.K. and the U.S.A. often have different terms for the same thing. Here are some important examples. Can you think of any others?

U.K.	U.S.A.	Your language
Balance Sheet	Statement of Financial Position	
Profit and Loss Statement	Statement of Earnings	
shareholder	stockholder	
stock	inventory	
gearing	leverage	

4. **Choose the best way to say these numbers and equations. (Sometimes more than one way is possible.)**

23.56	a. Twenty-three comma fifty-six b. Twenty-three point fifty-six c. Twenty-three point five six d. Two three point five six
10,001	a. One thousand and one b. Ten thousand one c. Ten thousand and one d. One triple oh one
£63.30	a. Sixty-three pound and thirty pence b. Sixty-three pounds and thirty pence c. Sixty-three pound and thirteen pence d. Sixty-three pound thirty
	a. Five hundred thousand, four hundred, three hundred and forty-two b. Five million, four hundred thousand, three hundred and twenty-

5,400,342	four c. Five million, four hundred thousand, three hundred and forty-two d. Five billion, four hundred thousand, three hundred and twenty-four
€ 45.638	a. Forty-five thousand, six hundred and thirty-eight euro b. Forty-five thousand, six hundred and eighty-three euro c. Forty-five thousand, six hundred and three eight euro d. Forty-five, sixty-three, eight euro
1999	a. Nineteen ninety-nine b. Nineteen hundred, ninety-nine c. Nineteen nine nine d. One nine ninenine
2003	a. Two thousand three b. Two double oh three c. Two thousand and three d. Twenty oh three

LISTENING

Now listen and check your answers.

Did you know?

Saying numbers in English

Notice how we use the decimal point in English:

6.02	six point oh two
0.04	zero (or nought) point oh four
0.007	zero point double oh seven
56.345	fifty-six point three four five [NB: single numbers after the decimal!]

Here commas – and not decimal points – are used:

12,076	twelve thousand and seventy-six
2,534,210	two million, five hundred and thirty-four thousand, two hundred and ten

Note the following:

1,000,000	one million
1,000,000,000	one billion

Sums of money:

€3.67	three euros sixty-seven OR
	three euro sixty-seven
$5 m	five million dollars

Note how we say years:

1987	nineteen eighty-seven
2003	two thousand and three
2030	two thousand and thirty (or twenty thirty)

5. **Work with partner to check on some figures. Use the information in your Partner to make a phone call**

Unit A

You would like to arrange a meeting with a colleague to discuss your ideas for some new software for the department. It is very urgent as you have a meeting next Friday with the head of your department and your boss expects results. Phone your colleague and find a suitable time to meet. (You will need your diary.)

Unit B

> You are looking through your diary for next week when the phone rings. You see from the number on your display that it is a colleague. Answer it. (You are very busy next week and it will be difficult to schedule any new appointments but you might be able to fit something in if it is important!)

6. We often make comparisons when talking about financial statements. Look again at the statement of Earning on page 15 and find the figures for the items below. Which sentences (a-h) can be used to describe and compare the figures?

1	Net earnings	5	Total revenues
2	Interest and financial charger	6	Dividends declared per share
3	Basic earning per share (2005 and 2006)	7	Other costs and expenses
4	Earnings before income taxes and accounting changes	8	Sales of services

a It's better than last year.

b It's gone down since last year.

c There's quite a drop from 2005 to 2006.

d It's not as low as two years ago.

e Slightly more this year.

f A lot more this year.

g It's virtually the same.

h It's exactly the same.

7. Write definitions for the following terms:
   a. Working Capital
   b. Return on Assets
   c. Debt/Asset Ratio

Now listen to an accountant explaining ratio analysis to some managers in her company and check your answer.

Did you know?

Saying equations/formulas

+	plus, and, add
−	minus, less, subtract
÷	divided by
—	divided by, over
x	multiplied by, times
=	equals, is

$a \times b = c$ a times (or multiplied by) b equals c

$\dfrac{a - b}{c}$ a minus b divided by (or over) c

$\dfrac{\text{total assets}}{\text{total liabilities}}$ total assets divided by total liabilities

8. **Some other common ratios are given below. Match the ratios with the formulas (1-7) and the descriptions (a-g)**

gross profit margin •earning per share •return on equity •average interest rate • debt/equity ratio • inventory turnover • price/earning ratio

1	$\dfrac{\text{interest expenses}}{\text{liabilities} - \text{accounts payable}}$	5	$\dfrac{\text{revenue} - \text{cost of goods sold}}{\text{revenue}}$
2	$\dfrac{\text{net income} - \text{dividends on preferred stock}}{\text{average shares}}$	6	$\dfrac{\text{cost of goods sold}}{\text{average inventory}}$
3	$\dfrac{\text{net income}}{\text{shareholder's equity}}$	7	$\dfrac{\text{market value per share}}{\text{earnings per share}}$
4	$\dfrac{\text{total liabilities}}{\text{shareholder's equity}}$		

a. Gives the company's pricing policy and mark up margins. An adequate gross margin allows a company to pay its expenses, and then expand.

b. Determines the average interest rate at which a company borrows funds.

c. Compares the current market price with earnings to calculate if a stock is over or under valued. Used as a prediction or expectation of future performance.

d. Indicates the return a company gets on the owner's investment. Companies that make high returns often do not require more debt investment

e. Shows the turnover of inventory, and can be compared against sales figures, to show demand for the company's products.

f. Indicates what proportion of equity and debt an enterprise uses to finance its assets. A more stringent test is to use just the long-term debt.

g. Calculates the profit made on a per-share basis. This is quoted by U.S publicly held companies in their financial statements.

9. **Use words from the descriptions above to complete the table. The first one is done for you.**

VERB	NOUN
To predict	Prediction
To _____ 1	Payment
To _____ 2	Comparison
To _____ 3	Calculation
To expect	_____ 4
To _____ 5	Indication
To _____ 6	Expansion
To perform	_____ 7

Now use verb or nouns from above to complete the sentence. You may need to change the form.

a. The figures are a little different to what we were _____.
b. The problem in the Middle East has made it really difficult to _____ next year's turnover.
c. I think there are some mistakes in the _____.
d. The fund _____ much better last year. This year has been very disappointing.
e. The _____ into Eastern Europe looks good.
f. We need to make sure that our customers _____ us on time.

10. **Here are some phrases the accountant used during the meeting in exercise 7. Can you fill in the missing words?**

Question• just • that • got • over • ask

1. Norma has asked me to go _____ some of the ratios I used in the report.
2. Everyone _____ it?
3. Before you _____ …
4. Is _____ clear?
5. I was _____ coming to that.
6. OK, if there are no _____, I'd like to …

Graphs and Charts

A. Reading Comprehension
Read the text carefully

1. Bar Chart
Bar charts are used to display number values in a visual way.

This bar chart shows how many customers were served in a restaurant over a week.
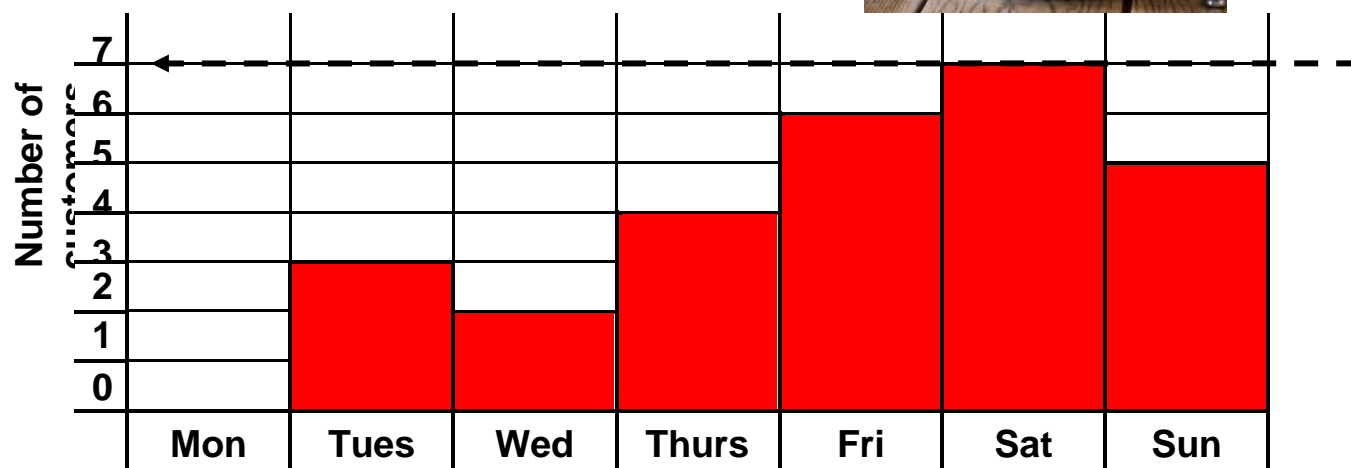
The column on the left shows the number of customers.	The row across the bottom shows the days of the week.

a. How to take data from a tally chart and display it in the form of a bar chart

You can display information in the form of a bar chart. Bar charts show data in a visual and easy to read way.

Survey of pets owned by people in Tregain Street

Type of pet	Tally	Frequency
Dog	⧫⧫ ⧫⧫ II	12
Cat	⧫⧫ I	6
Hamster	⧫⧫ II	7
Rabbit	IIII	4
Other	I	1
Total	**30**	**30**

Below are the results of the survey of 'Pets owned by people in Tregain Street' shown as a bar chart:

Chart of pets owned by people in Tregain Street
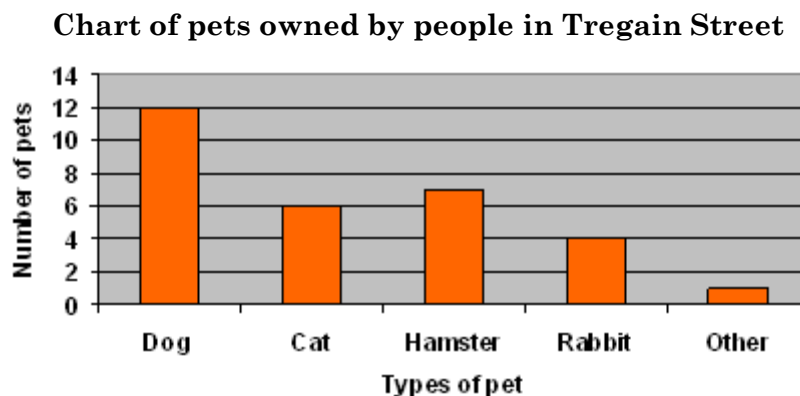
Key points

- A bar chart needs a **title**. The title tells you what the bar chart is about. In this example the title is 'Survey of pets owned by people in Tregain Street'.
- The **horizontal axis** is the line which goes along the bottom of the chart. It should have a label. Here the horizontal axis is labeled 'Types of pet'. Each of the bars should also be named, for example here they are labeled 'dog', 'cat' etc.
- The **vertical axis** is **the** line which goes up the left hand side of the chart. It too should be labeled; in this case the label is 'Number of pets'.

b. Comparing data using bar charts

How to use a dual bar chart to compare data

A bar chart can be used to compare figures. In the example below, the bars show the result of asking 30 men and 30 women about their favorite pets.

Below is a bar chart with two bars or columns for each category (type of pet). This type of bar chart is known as a dual bar chart.

The **key** on the right hand side of the bar chart shows that the blue (shaded) bars represent the men's answers and the red (lined) bars show the women's answers.
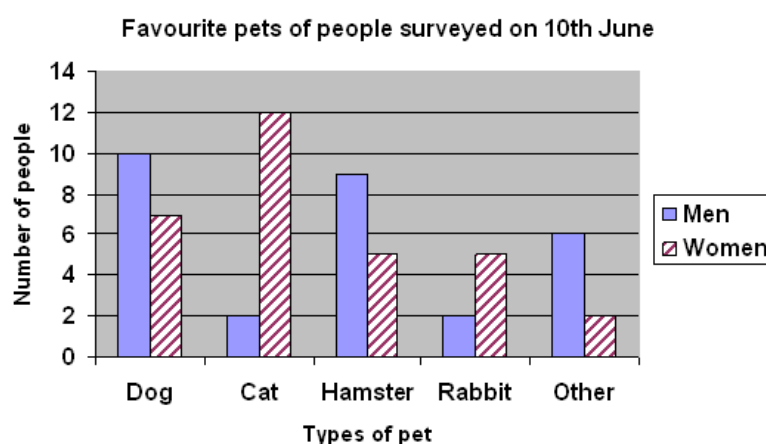
Just by looking at how tall the bars are, you can immediately see that more women than men chose cats as their favorite pet.

You can also find numerical information from the chart. For example, you can work out how many men chose dogs as their favorite by looking at the top of the blue column for dogs and going across to where it comes to on the scale at the side. Ten men chose dogs as their favorite pet.

Important

When a bar chart has more than one type of bar it must always have a **key telling you what each bar represents**.

c. **Reading bar charts**

How to interpret bar charts and use the scale markings to extract information

To read the bar chart below you need to look at the scale on the vertical axis and then read across to the top of each bar.

Survey of pets owned by people in Tregain Street
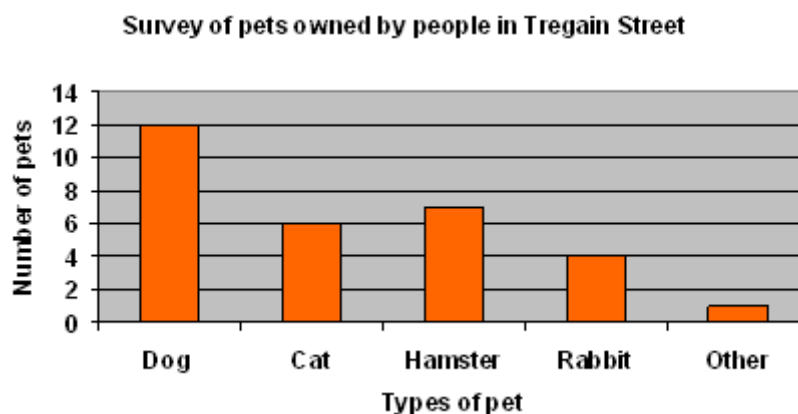
In this bar chart each bar is labeled and you can read that:
- 12 people owned dogs
- 6 people owned cats
- 7 people owned hamsters
- 4 people owned rabbits
- 1 person owned other type of pets

If your bar chart does not have lines like those in the above example, then you may need to use a ruler to help you read across to the scale.

Did you notice the marks on the scale? The difference between each mark on the scale is 2, so we say the scale goes up in divisions of 2. Can you see that the 'hamster' bar is half way between divisions? So, the number of people who own hamsters is halfway between 6 and 8, which is 7. Sometimes bar charts can be shown with horizontal bars. In this case, you will need to check the length and not the height of the bars in order to read the scale. For example:

Weekend TV viewing habits
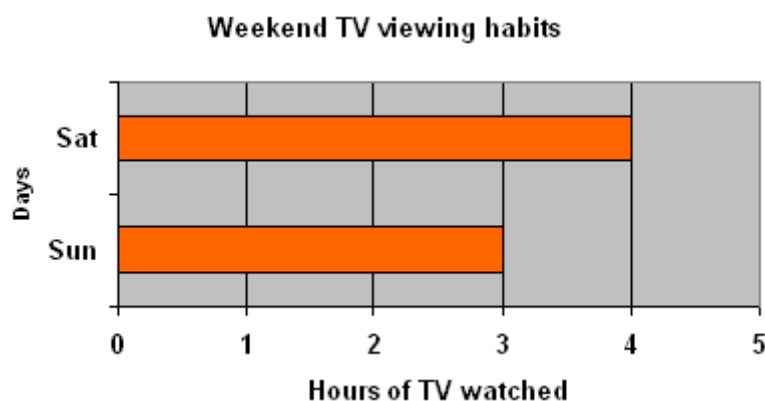
d. Interpreting information from bar charts

How to use information from charts and diagrams to help make decisions, for example when to take a holiday based on the information given about temperature, i.e. when the temperature isn't too hot

Holiday brochures display a lot of information in the form of charts and diagrams. Interpreting this information might help you to make decisions.

Temperature in Crete (in celsius) from January to May.
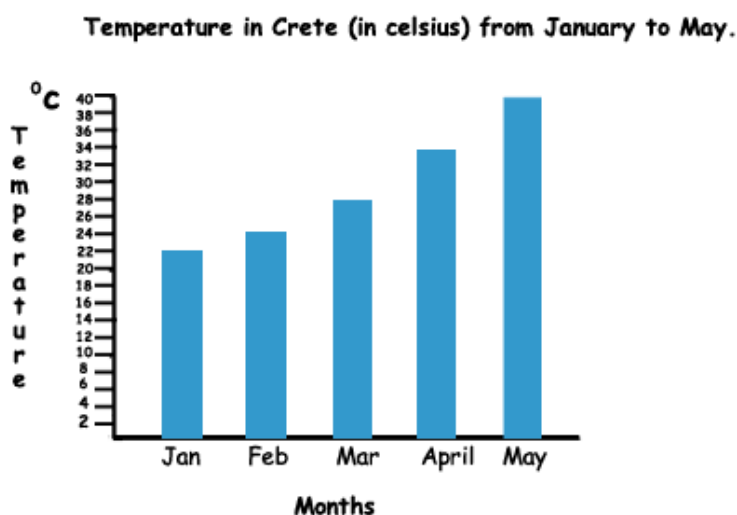
From the bar chart above you could make decisions about when to visit Crete based on the information given on temperature.

For example, if you want to visit Crete but prefer to visit when the temperature isn't too hot, you could find out which months would be best to go. You can see that the temperature in January is 22°C and then it rises to 40°C in May. You would need to have an idea what these temperatures mean and can then decide what would be best for you.

You might decide that temperatures above 26°C would be too hot for you. You could then go on holiday in January or February, because the weather will be pleasant but not too hot.

What other information do you think you might need to make a decision about your holiday?

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2016/ 2017

You might want to think about:
- price of flights and accommodation
- availability
- rainfall

2. Line Graphs

a. Extracting and interpreting data from line graphs

How to extract data from a line graph, using the example of a line graph showing a baby's temperature taken over a week

Here is an example of a **line graph** showing temperature in °C plotted over a week.
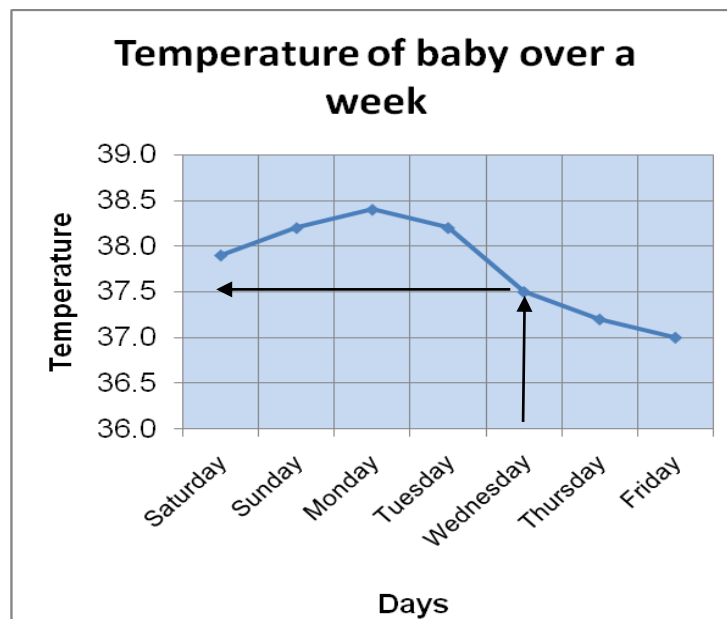
Extracting data requires being able to read information from the line graph.

For example, if asked to find the temperature on Wednesday then start at the point for Wednesday on the horizontal axis, go straight up until you find the point on the line for Wednesday and then across to the vertical axis, giving a reading of 37.5°C.

Interpreting data requires you to understand the information you are getting from the graph and be able to say what it means.

For example, you might be asked to find the highest temperature shown on the graph, so you will need to find the highest point on the graph and read the temperature at that point (about 38.4°C in the graph above).

You might be asked to find out when the baby's temperature starts to fall. In this case you will need to look at what is happening to the line - it starts by going up meaning that the temperature is going up or rising, until Monday. After Monday the line starts going down, meaning that the temperature is going down or falling.

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2016/ 2017

b. Interpreting information from line graphs

How to extract data from a line graph

Here is an example of a line graph.

Temperatures (in celsius) from 20th to 26th June.
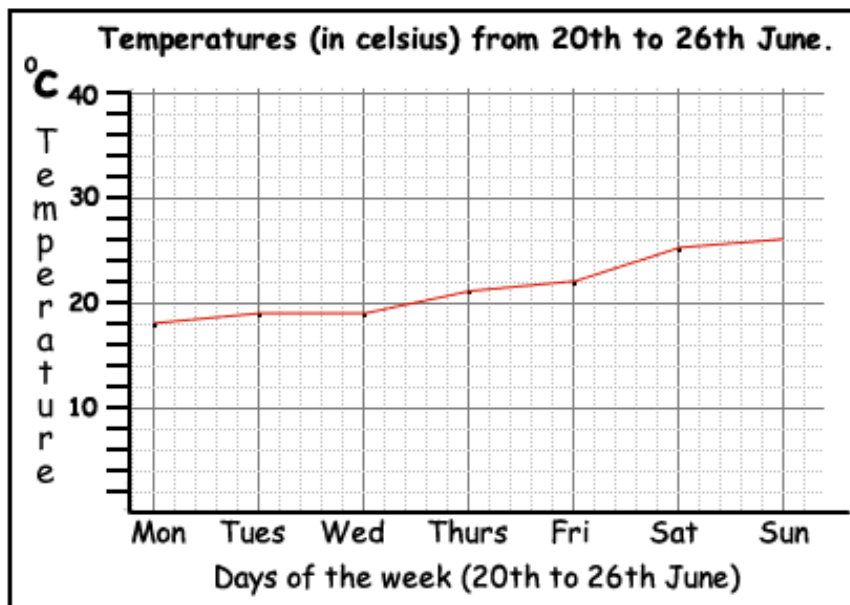
What temperature was it on Wednesday?

Find Wednesday on the horizontal axis. Lay a ruler up from this point and note where it crosses the line. Then lay a ruler across to the vertical axis. Read off the answer. You should get 19°C. The value is half-way between the marks for 18° and 20°.

What are the temperatures for Monday and Sunday?

The temperature for Monday is 18°C and the temperature for Sunday is 26°C.

Note

- This line graph shows how the temperature varies.
- By joining the points together, you can see that the temperature doesn't just 'jump' from one degree to the next.
- We call this type of data **continuous**.

3. Pie charts

How to interpret information from a pie chart

Information in newspapers, magazines and leaflets may be displayed as **pie charts**.

A **pie chart** is a good way of displaying data as it is easy to compare the segments. Look at this pie chart that shows why people are in debt.

Top five reasons for personal debt in Britain

The title explains what the pie chart is for.

This is the biggest slice. So the main reason for debt is credit cards.

This is the key.

- Credit cards
- University
- Debt "too easy"
- Household bills
- Missing payments

This is the second biggest slice. University costs is the second main reason.
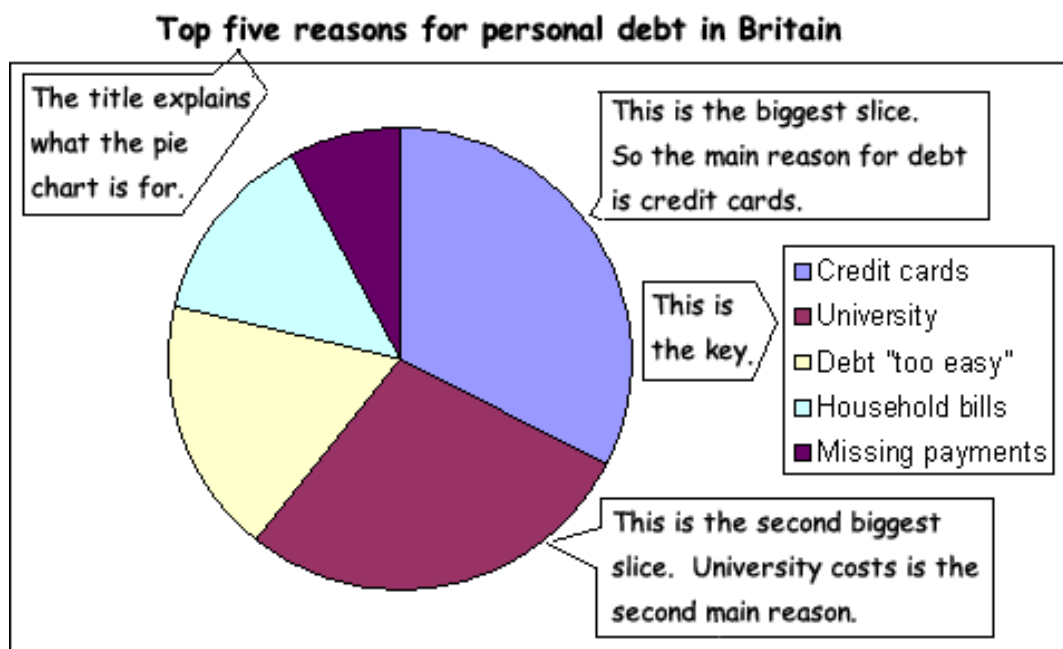
Note
- A pie chart is difficult to read if it has more than six slices.
- It may be difficult to compare slices when they are very similar in size.

4. Pictograms
a. Understanding pictograms

How to read a pictogram and how using pictures to represent numbers can make information easy to understand

In a pictogram pictures are used to represent numbers. This can make information interesting to look at and easy to understand. It is very important to check the key to find out what each picture represents.

In the pictogram below each ☼ represents 1 hour of sunshine. So 4 hours of sunshine were recorded on Friday and 8 hours were recorded on Sunday.

Sunshine hours recorded at Moreton Bay w/e 15th July

Friday	☼ ☼ ☼ ☼
Saturday	☼ ☼ ☼ ☼ ☼
Sunday	☼ ☼ ☼ ☼ ☼ ☼ ☼ ☼

KEY

☼ = 1 hour of sunshine

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Notice in the next example that the key has changed. This time each ☼ represents 2 hours of sunshine. In both cases the information being shown is the same, but the pictograms look slightly different.

Sunshine hours recorded at Moreton Bay w/e 15ᵗʰ July

Friday	☼ ☼
Saturday	☼ ☼ ☽
Sunday	☼ ☼ ☼ ☼

KEY
☼ = 2 hours of sunshine

Did you notice that one of the symbols is cut in half? In a pictogram the symbols must always be the same size, but you can show a part of them to represent a different amount, here:

☽ = 1 hour of sunshine.

What main features do pictograms have?
- They must have a **title.**
- They must have a **key** to show what each symbol or picture means.
- Each picture must be of identical size.
- They can display pictures in row or columns.
- They can use parts of a picture to represent smaller numbers.

b. Reading pictograms

How to interpret information from a pictogram

Here is an interesting type of diagram called a pictogram.

Favourite meal for a group of 22 students

Curry	🍽️🍽️🍽️🍽️
Pizza	🍽️🍽️
Fish & Chips	🍽️🍽️🍽️
Pasta	🍽️🍽️
Chinese Food	🍽️

Key
2 students 🍽️
1 student 🍽️
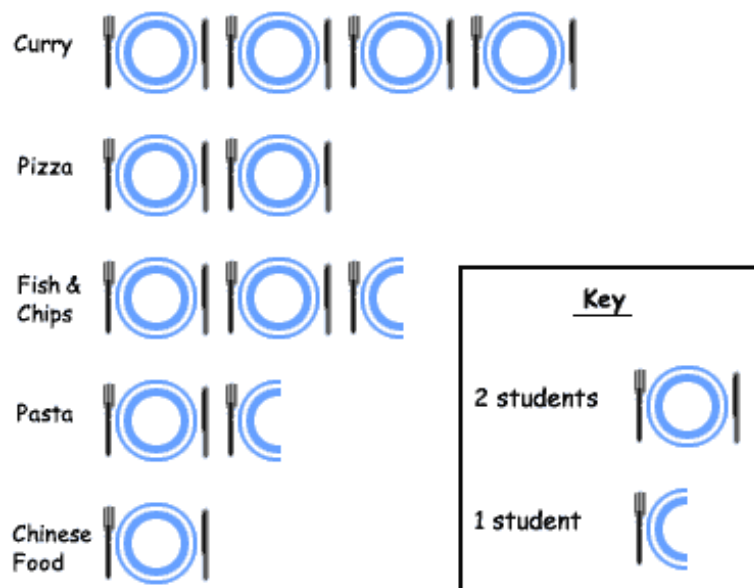
Example: how many students have chosen curry as their favorite meal?
There are 4 plates of curry in the diagram. The key tells us that each plate represents **2 students**. So the number of students who prefer curry is 4 × 2 = 8.

So 8 students said curry is their favorite meal.

There are $1\frac{1}{2}$ plates of pasta in the diagram. The key tells us that each plate represents **2 students,** and each half plate represents **1 student**. So the number of students who prefer pasta is 2 + 1 = 3.

So 3 students said pasta is their favorite meal.
Pictograms are good to look at but sometimes it can be hard to pick the best image to use.

Note
- You must put a key on your diagram.
- The key gives information about how many things the picture represents.

5. Tables

Dates of sporting events

Tables are used to make information easier to find. Tables are made up of **columns** (going down the page) and **rows** (going across the page).This table shows dates of some of different sports events.

For example, to find out the date for the Tennis event:

First, read down the 'Sport' column.

When you find 'Tennis', read along the row to find the date.

This column shows the type of sport.

This column shows the dates.

| Sports competitions		Dates
Cycling race		27th July
Football knockout		7th August
Tennis tournament		11th August
Weightlifting contest		20th August

6. Scales
a. Reading Scales

How to read and understand the scale markings of a bar chart

To draw or read a bar chart correctly, you need to be able to understand the scale. This means that you need to know what each of the numbered division's stands for. For example, on the bar chart below each division on the vertical axis represents how one person travelled to work:

How 20 people travelled to work on 1st December
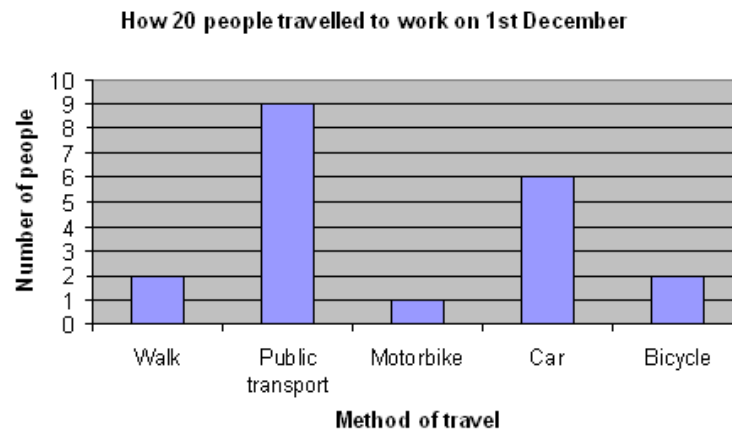
On the next bar chart the scale is different. More people were surveyed and each division now represents 2 people. Therefore this bar chart shows that 15 people used public transport and 5 people cycled to work.

How 40 people travelled to work on 1st December
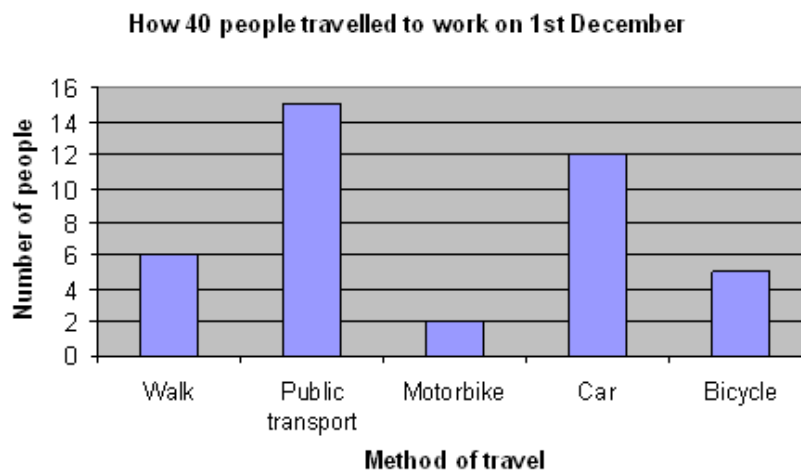
Even larger surveys may use a different scale. For example, each division could represent 5, 10 or even more people. Make sure you check the scale carefully when reading information on a bar chart.

Example: how many people travelled to work by car?

Read across from the top of the column labeled car - **12 people travelled by car**.

b. Using clear labels on your chart or diagram

How to present data in charts and diagrams to make sure they are complete and can be read clearly

When organizing information it is important that you follow a few rules to make sure that your chart or diagram makes sense. For example, look at the two bar charts below:
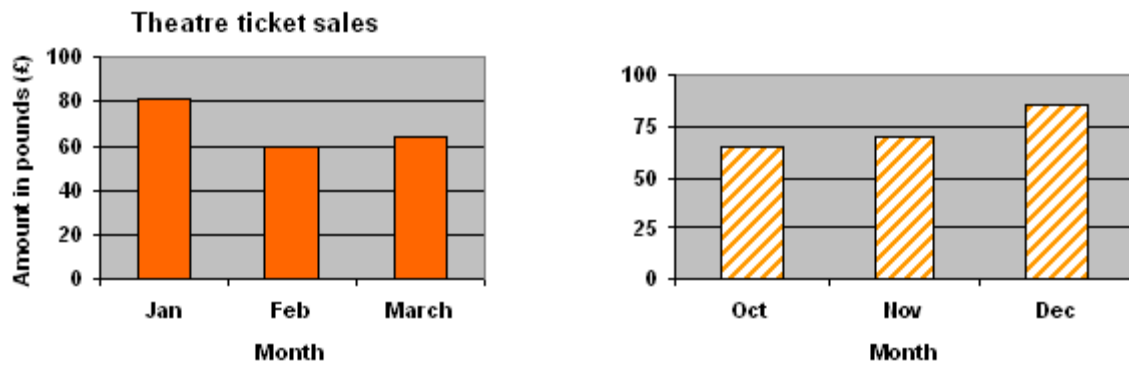
They both look similar, but the one on the right is difficult to understand, can you see why?

A title: the bar chart on the right is missing a title. You can't tell what the chart is about.

Label axis: it is important to label each axis. On the bar chart on the left the vertical axis is labeled 'Amounts in pounds (£)'. But on the bar chart on the right the vertical axis isn't labeled, you can't tell what the numbers represent.

The scale: the scale you use is important because it changes the way a chart looks. It also affects how you read values. Look at the chart on the right. Each division is worth 25, which makes it difficult to read the bars accurately.

Have a look at the pictogram below, what information is missing?

Customer feedback on Friday 12ᵗʰ June

The **key** is missing. Without a key, you don't know how many people each symbol represents.

Tips
- Make sure your chart or diagram has a **title and clearly labelled axes.**
- Choose a **sensible scale** for your bar chart so that it is easy to read.
- Use a **key** to explain what the bars or pictures mean in a pictogram.

B. Vocabulary

Translate the following words or phrase into Bahasa!

1	graph		27	chart	
2	Bar chart		28	display	
3	Number values		29	number	
4	column		30	Row across the bottom	
5	Tally chart		31	form	
6	information		32	result	
7	Key point		33	title	
8	Horizontal axis		34	line	
9	Label		35	extract	
10	Vertical axis		36	Read	
11	Dual bar chart		37	Look at	
12	Compare		38	Go up	
13	Figure		39	half	
14	Right		40	diagram	
15	Left		41	decision	
16	Side		42	Line graph	
17	represent		43	rise	
18	answer		44	Go down	
19	Numerical information		45	fall	
20	Top		46	Pie chart	
21	interpret		47	slice	
22	Scale marking		48	Pictogram	
23	key		49	Symbol	
24	picture		50	Row	
25	Draw (v)		51	Scale	
26	division		52	Make sense	

C. Listening

Fill in the blanks using the words or phrase in the box based on the video. However, you have to translate them first into Bahasa.

1	Leveled off		12	Due to	
2	Marked increase		13	Dramatic drop	
3	Pronounced drop		14	represent	
4	Continued up		15	Bottoming out	
5	Bar graph		16	Significant increase	
6	declined		17	fluctuation	
7	Sharp increase		18	Pie diagram	
8	Sudden drop		19	Line graph	
9	Rose steadily		20	Peaked	

10	Dropped markedly		21	Dropped steadily	
11	Consequence of		22	Steady	

Graphs and Trends

TAN : Now, I'd like to refer to the first graph - as you can see this is a 1._____ measuring net sales over the first ten months of the year. You'll notice that sales 2._____ in the first few months, then there was a 3._____in April. They 4._____ in May at around 3.2 million, and 5._____, then there was a 6._____ in the following month, followed by a 7._____ in August, and this trend has 8._____ until the present.

JOHN : What was the reason for the 9._____ in July?

TAN : This was mainly 10._____ a drop off in air conditioner sales - so it's a seasonal effect.

DENISE : Could it be a11._____ the negative effect of the interest rate rise?

TAN : Possibly. Now, if I could draw your attention to this next diagram. This is a 12._____ of sales - the blue line represents air conditioner sales, the red line shows heaters. As you'll note, air conditioner sales 13._____ from January to July, 14._____ then, while heater sales experienced a 15._____ from March to June, then 16._____ from June to July, then 17._____ through to September, with a18._____ in October.

JOHN : Does this explain the 19._____ in total sales?

TAN : Largely - if we look at this 20._____, you can see that air conditioners and heaters together 21._____more than half of our total sales - but they vary seasonally, while other appliances are fairly 22._____ through the year.

JOHN : Well, we can't sell air conditioners when it's cold. What's the solution?

TAN : Export to Europe and America!

DENISE : Easier said than done.

Complete the following explanation about graph and trends

Today we're looking at presenting information using charts and graphs. We saw three types of diagram:

……………

……………

And …………..

Look at how Tan introduced his presentation.

Tan says "I'd like to refer to the first graph."

When referring to a diagram or graph, first direct your audience's attention to that diagram. Practice with Tan some phrases to use for this.

……………

……………

……………

……………

Let's look at the language Tan uses to describe what the graph shows.

In describing trends, we use two words – one of those words is **a noun or verb**. For example we may talk about an increase, or a decrease in numbers.

Noun	Verb	Noun	Verb
Increase	……………	**Decrease**	……………
Rise	……………	Fall	……………
Climb	……………	Decline	……………
Improvement	……………	Worsening	……………
upturn	-	Downturn	-

So we say: There was **an improvement** in the figures for April.

Or

The figures for April have **improved**.

There has been **a decline** in sales since June.

Or

………………………………………..

But we often add more descriptive words – adjective and adverbs. Remember **adjectives go before noun, and adverbs go after verbs.**

These describe the change in figures – was it big or small, fast or slow?

Most adjective can also be made into adverbs, just by adding 'ly'. There is no adverb for 'big', but informally we say 'a lot'.

Adjective	Adverb	Adjective	Adverb
Big	…………..	**small**	…………..
Significant	…………..	slight	…………..
Marked	…………..	insignificant	…………..
massive	…………..		
pronounced	…………..		
substantial	…………..		
Fast/ Quick	…………..	Slow/ medium	…………..
Sharp	…………..	steady	…………..
dramatic	…………..	moderate	…………..
sudden	…………..		

Now - try changing the phrases from noun phrases into verb phrases - for example - if Tan says: There was a dramatic increase in sales.

You say

Sales increased dramatically.

Have a try.

There was a steady rise in sales. -> …………..

There was a significant fall in sales. -> …………..

There was a slight recovery in sales. -> …………..

Now let's look at how Tan handles a question about the graph.

Here are four useful phrases for describing causes:

Due to -> The drop in sales is **due to** an interest rate rise.

A consequence of -> The drop in sales is **a consequence of** an interest rate rise.

Because of -> The drop in sales is **because of** an interest rate rise.

A result of -> The drop in sales is **a result of** an interest rate rise.

…………………………………………………………………………………………….

How does Tan explain his next diagram?

He says air conditioner sales **'bottomed out'** in July. This means …………..

Then he says they 'experienced a sharp increase'. And he says there was a **'pronounced'** drop in heater sales in October. 'Pronounced' here means ....

Finally, look at how Tan talks about his pie diagram.

Tan says air conditioners and heaters **'represent'** more than half of sales. This means they **account for** more than half of the sales. We could put this way:

More than half of sales are **represented** by air conditioners and heaters.
We could say washing machines **represent** 15% of sales.
Washing machines **account for** 15% of sales.
Washing machines **make up** 15% of sales.
....

And that's accounted for our time today in the Business of English. See you next time.

D.Assignment
   Make a graph measuring the sales of your product and explain it!