

6.1_D

1. Cash flow is positive during the development phase.
2. In the development phase, unit costs are high.
3. Cash flow becomes positive in the growth phase.
4. Decreasing sales mean that unit costs are reduced.
5. Sales are at their peak once the market has declined.
6. Sales may start to rise when the market reaches saturation.
- a. It is not until the maturity phase is reached that cash flow is no longer negative.
- b. Peak sales figures are achieved at the maturity phase.
- c. While the product is being designed and trialled, there are many expenses but no income.
- d. There may be a reduction in business if there are too many competitors.
- e. It costs a lot to produce each unit early in the cycle.
- f. Once the products start to sell, the company can make them more cheaply.

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Answers

Student A	Student B	Changes
1. Cash flow is negative during the development phase.	c. While the product is being designed and trialled, there are many expenses but no income.	• paraphrasing with new vocabulary: <i>the development phase</i> • reordering information
2. In the introduction phase, unit costs are high.	e. It costs a lot to produce each unit early in the cycle.	• paraphrasing <i>In the introduction phase</i> • reordering information
3. Cash flow becomes positive in the maturity phase.	a. It is not until the maturity phase is reached that cash flow is no longer negative.	• grammatical change: <i>It is not until ... that</i> • reordering information
4. Increasing sales mean that unit costs are reduced.	f. Once the products start to sell, the company can make them more cheaply.	• paraphrasing <i>Increasing sales</i> • change from passive to active and paraphrasing <i>unit costs are reduced</i>
5. Sales are at their peak once the market has stabilized.	b. Peak sales figures are achieved at the maturity phase.	• paraphrase <i>Sales are at their peak</i> • paraphrase <i>the market has stabilized</i> with a noun phrase but no verb
6. Sales may start to fall when the market reaches saturation.	d. There may be a reduction in business if there are too many competitors.	• paraphrasing both parts of sentence 6 with entirely new vocabulary • change of <i>when</i> to <i>if</i>