

6.2_F

Original text

A business also needs to identify where a product is in its life cycle once it has been introduced. At what point will the market stabilize? If sales start to fall, does this indicate a decline phase? If so, the company may have to take action to extend the lifespan of the product. There are many steps which can be taken, including developing new versions of a product, finding new markets, rebranding and repackaging. Some companies may change their packaging to keep their products looking up to date and attractive. For example, McDonald's children's 'Happy meals' are often linked to popular children's films. Another extension strategy is to add to the brand range. In 2019, Unilever launched a new environmentally friendly dishwasher product named 'Quix' which extended their range of cleaning products. Nissan's risky 2008 decision to add to its existing small cars with an electrically powered car was very successful. By 2018, the Nissan *Leaf* had become the top-selling electric car worldwide.

Student A

A business needs to know where an item is in its lifespan after it has been launched.

For instance, when will the market stop growing?

If sales drop, does this mean a decline phase?

If so, the company should try to extend the lifespan of the item.

Student B

Having launched the product, it is important to monitor its progress through the life cycle.

Have sales levelled off, for instance?

It is possible that a reduction in sales means that the market has started to shrink.

In this case, there could be a need for extension strategies to prolong the product's life cycle.

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Suggested answers

Original sentence in the text	Student B paraphrase	Changes made
A business also needs to identify where a product is in its life cycle, once it has been introduced.	Having launched the product, it is important to monitor its progress through the life cycle.	1. information reordered 2. grammar changes: time clause changed to participle phrase (<i>once it has been introduced</i> → <i>Having launched the product</i>); use of empty 'it' (<i>A business also needs to</i> → <i>it is important to</i>); phrase in place of clause (<i>where a product is in its life cycle</i> → <i>its progress through the life cycle</i>) 3. use of synonyms: <i>identify</i> → <i>monitor</i>; <i>needs to</i> → <i>it is important to</i>; <i>introduced</i> → <i>launched</i>
At what point will the market stabilize?	Have sales levelled off, for instance?	1. grammar: there is a tense change here, but this makes no difference to the meaning in the context 2. use of synonyms: <i>market</i> → <i>sales</i>; <i>stabilise</i> → <i>levelled off</i>
If sales start to fall, does this indicate a decline phase?	It is possible that a reduction in sales means that the market has started to shrink.	1. grammar and synonym changes: use of empty 'it' (<i>If</i> → <i>It is possible that</i>); clause changed to phrase (<i>sales start to fall</i> → <i>a reduction in sales</i>); phrase changed to clause (<i>a decline phase</i> → <i>the market has started to shrink</i>) 2. the only word the same as the original is 'sales', which is allowable
If so, the company may have to take action to extend the lifespan of the product.	In this case, there could be a need for extension strategies to prolong the product's life cycle	1. grammar changes: replacement subject 'there' (<i>the company may have to take action to</i> → <i>there could be a need for</i>); verb to noun phrase (<i>to extend</i> → <i>extension strategies</i>) 2. synonyms and phrases: <i>if so</i> → <i>in this case</i>; <i>may</i> → <i>could</i>; <i>extend</i> → <i>prolong</i>; <i>action</i> → <i>strategies</i> 3. note that: 'product' is the same as the original, but this is acceptable