



- **1. The first part of the text (lines 1-4) describes the general situation of the company. The main reason for the decline in sales is the increase in competition from new entrants in the market.**
- **2. The second part of the text (lines 5-8) discusses the impact of the economic downturn on the company's performance. The main reason for the decline in sales is the decrease in consumer spending.**
- **3. The third part of the text (lines 9-12) focuses on the company's marketing strategy. The main reason for the decline in sales is the lack of innovation in the product line.**
- **4. The fourth part of the text (lines 13-16) analyzes the company's financial performance. The main reason for the decline in sales is the increase in operating expenses.**
- **5. The fifth part of the text (lines 17-20) examines the company's human resources. The main reason for the decline in sales is the loss of key personnel.**
- **6. The sixth part of the text (lines 21-24) evaluates the company's customer service. The main reason for the decline in sales is the poor quality of customer support.**
- **7. The seventh part of the text (lines 25-28) discusses the company's distribution channels. The main reason for the decline in sales is the limited reach of the distribution network.**

## Questions for Oral Answers

1. **What is the main reason for the decline in sales? (lines 1-4)**
2. **How does the economic downturn affect the company's performance? (lines 5-8)**
3. **What is the company's marketing strategy? (lines 9-12)**
4. **How does the company's financial performance change? (lines 13-16)**
5. **What is the impact of the company's human resources? (lines 17-20)**
6. **How does the company's customer service affect sales? (lines 21-24)**
7. **What is the company's distribution strategy? (lines 25-28)**
8. **How does the company's product line affect sales? (lines 29-32)**
9. **What is the company's competitive advantage? (lines 33-36)**
10. **How does the company's innovation affect sales? (lines 37-40)**
11. **What is the company's future outlook? (lines 41-44)**

12.  $\frac{1}{2} + \frac{1}{3} = \frac{3}{6} + \frac{2}{6} = \frac{5}{6}$ ,  $\frac{5}{6} \times \frac{6}{6} = \frac{5}{6} \times 1 = \frac{5}{6}$
13.  $\frac{1}{4} + \frac{1}{2} = \frac{1}{4} + \frac{2}{4} = \frac{3}{4}$ ,  $\frac{3}{4} \times \frac{4}{4} = \frac{3}{4} \times 1 = \frac{3}{4}$
14.  $\frac{1}{5} + \frac{1}{3} = \frac{3}{15} + \frac{5}{15} = \frac{8}{15}$ ,  $\frac{8}{15} \times \frac{15}{15} = \frac{8}{15} \times 1 = \frac{8}{15}$
15.  $\frac{1}{6} + \frac{1}{4} = \frac{2}{12} + \frac{3}{12} = \frac{5}{12}$ ,  $\frac{5}{12} \times \frac{12}{12} = \frac{5}{12} \times 1 = \frac{5}{12}$

16.  $\frac{1}{2} + \frac{1}{3} = \frac{3}{6} + \frac{2}{6} = \frac{5}{6}$ ,  $\frac{5}{6} \times \frac{6}{6} = \frac{5}{6} \times 1 = \frac{5}{6}$