

6.1_D

1. Cash flow is negative during the development phase of an event.
 2. In the introduction phase of an event, costs are high.
 3. Cash flow becomes positive in the maturity phase.
 4. Increasing attendance means that costs per visitor are reduced.
 5. Attendance is at its peak once the market has stabilized.
 6. Attendance may start to fall when the market reaches saturation.
- a. It is not until the maturity phase is reached that cash flow is no longer negative.
 - b. Peak attendance figures are achieved at the maturity phase.
 - c. While the event 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 event early in the cycle.
 - f. As ticket sales go up, each visitor will cost the event organizers less money.

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Answers

Student A	Student B	Changes
1. Cash flow is negative during the development phase of an event.	c. While the event is being designed and trialled, there are many expenses but no income.	• reorder • replacement subject <i>there</i> • all words different • time clause instead of phrase; use of passive
2. In the introduction phase of an event, costs are high.	e. It costs a lot to produce each event early in the cycle.	• reorder • different time phrase • all words different, except costs and even that has changed from noun to verb
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.	• reorder • use of antonyms. Note: <i>cash flow</i> and <i>maturity phase</i> are not changed as they are technical words • use of <i>reached</i> • phrase expanded to clause – cleft sentence construction • use of negatives
4. Increasing attendance means that costs per visitor are reduced.	f. As ticket sales go up, each visitor will cost the event organizers less money.	• all words different, except <i>visitor</i>; possibly a slight change in meaning with <i>mean</i>, but this still preserves the overall sense • passive changes to active • noun phrase <i>increasing attendance</i> changes to verb phrase
5. Attendance is at its peak once the market has stabilized.	b. Peak attendance figures are achieved at the maturity phase.	• all words different apart from <i>peak</i> and <i>attendance</i> • clause to phrase • active changes to passive
6. Attendance may start to fall when the market reaches saturation.	d. There may be a reduction in business if there are too many competitors.	• all words different • <i>if</i> in place of <i>when</i>; replacement subject <i>there</i> • replacement subject (<i>There</i>) is used