



# Stock price ups and downs



For each company type, decide if each event will likely increase the share price or decrease it. Give a reason for each answer.

## Airline company:

## Share price

- |  |                     |
|--|---------------------|
| 1. Travelling by air becomes more popular. | increase / decrease |
| 2. One of the company's planes crashes.    | increase / decrease |
| 3. Fuel becomes cheaper.                   | increase / decrease |

## Pharmaceutical company:

- |   |                     |
|---|---------------------|
| 1. The company releases a new drug that cures cancer.   | increase / decrease |
| 2. People start dying because of a problem with a drug. | increase / decrease |
| 3. The cost of making drugs increases.                  | increase / decrease |

## Music company:

- |  |                     |
|--|---------------------|
| 1. The company's best singer goes to prison.       | increase / decrease |
| 2. The company discovers a really good new singer. | increase / decrease |
| 3. More people download music for free.            | increase / decrease |

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## Answers

### Airline company:

### Share price

- |  |          |
|--|----------|
| 1. Travelling by air becomes more popular. | increase |
| 2. One of the company's planes crashes.    | decrease |
| 3. Fuel becomes cheaper.                   | increase |

### Pharmaceutical company:

- |   |          |
|---|----------|
| 1. The company releases a new drug which cures cancer.  | increase |
| 2. People start dying because of a problem with a drug. | decrease |
| 3. The cost of making drugs increases.                  | decrease |

### Music company:

- |  |          |
|--|----------|
| 1. The company's best singer goes to prison.       | decrease |
| 2. The company discovers a really good new singer. | increase |
| 3. More people download music for free.            | decrease |