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https://www.100test.com/kao_ti2020/126/2021_2022_2006_E5_B9_B4_E5_86_99_c89_126903.htm 二 . Analysis of Argument

Questions1、 The following appeared as part of an annual report sent to stockholders by Olympic Foods, a processor of frozen foods.

“ Over time, the costs of processing go down because as organizations learn how to do things better, they become more efficient. In color film processing, for example, the cost of a 3-by-5-inch print fell from 50 cents for five-day service in 1970 to 20 cents for one-day service in 1984. The same principle applies to the processing of food. And since Olympic Foods will soon celebrate its twenty-fifth birthday, we can expect that our long experience will enable us to minimize costs and thus maximize profits. ” 2、

The following appeared in a memorandum from the business department of the Apogee Company. “ When the Apogee Company had all its operations in one location, it was more profitable than it is today. Therefore, the Apogee Company should close down its field offices and conduct all its operations from a single location. Such centralization would improve profitability by cutting costs and helping the company maintain better supervision of all employees. ” 6、

The following appeared as part of an article in a magazine devoted to regional life. “ Corporations should look to the city of Helios when seeking new business opportunities or a new location. Even in the recent recession, Helios ’ s unemployment rate was lower than the regional average. It is the industrial center of the

region, and historically it has provided more than its share of the region's manufacturing jobs. In addition, Helios is attempting to expand its economic base by attracting companies that focus on research and development of innovative technologies. ” 8、 The following appeared in the editorial section of a corporate newsletter.

“ The common notion that workers are generally apathetic about management issues is false, or at least outdated: a recently published survey indicates that 79 percent of the nearly 1,200 workers who responded to survey questionnaires expressed a high level of interest in the topics of corporate restructuring and redesign of benefits programs. ” 9、 The following appeared in the opinion column of a financial magazine. “ On average, middle-aged consumers devote 39 percent of their retail expenditure to department store products and services, while for younger consumers the average is only 25 percent. Since the number of middle-aged people will increase dramatically within the next decade, department stores can expect retail sales to increase significantly during that period. Furthermore, to take advantage of the trend, these stores should begin to replace some of those products intended to attract the younger consumer with products intended to attract the middle-aged consumer. ” 10、 The following appeared in the editorial section of a local newspaper.

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