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https://www.100test.com/kao_ti2020/127/2021_2022_GMAT_E8_80_83_E8_AF_95_c89_127083.htm 50. The following appeared as part of a business plan recommended by the new manager of a musical rock group called Zapped. “ To succeed financially, Zapped needs greater name recognition. It should therefore diversify its commercial enterprises. The rock group Zonked plays the same type of music that Zapped plays, but it is much better known than Zapped because in addition to its concert tours and four albums, Zonked has a series of posters, a line of clothing and accessories, and a contract with a major advertising agency to endorse a number of different products. ” Discuss how well reasoned... etc. The new manager of the rock group Zapped believes that name recognition is the key to attaining financial success for the group. To increase name recognition the manager recommends that Zapped diversify its commercial enterprises. The grounds for this recommendation is an analogy with Zonked, a much better-known rock group that plays the same kind of music as Zapped. According to the manager, the main reason Zonked is better known than Zapped is that Zonked participates in several promotional enterprises in addition to concerts and albums. The manager ’ s recommendation is questionable for two reasons. In the first place, the author assumes that the only relevant difference between Zapped and Zonked is that Zonked has greater name recognition than Zapped. If this were the case, the manager ’ s recommendation would be apt. However, the

fact that the two rock groups play the same kind of music leaves open the question of whether their performance of this music is comparable. If Zonked ' s performance is sufficiently better than Zapped ' s, this could go a long way toward explaining why Zonked is much better known. In the second place, the author assumes that name recognition is all that is required for financial success. While name recognition is an important element in determining the success or failure of any enterprise, it is hardly the only element required. Other factors are equally important. In the case of rock bands, factors such as musical talent, showmanship, and repertoire play a significant role in determining the financial success of the group. If Zonked is superior to Zapped in these areas, this difference could account for Zonked ' s financial success. In conclusion, the manager ' s argument is unconvincing. To strengthen the argument the author would have to show that Zapped and Zonked are alike in all relevant ways except name recognition. 100Test 下载频道开通 , 各类考试题目直接下载。详细请访问 www.100test.com