

GMAT考试：Argument写作范文三十三 PDF转换可能丢失图片或格式，建议阅读原文

[https://www.100test.com/kao\\_ti2020/127/2021\\_2022\\_GMAT\\_E8\\_80\\_83\\_E8\\_AF\\_95\\_c89\\_127313.htm](https://www.100test.com/kao_ti2020/127/2021_2022_GMAT_E8_80_83_E8_AF_95_c89_127313.htm) 65. In this memorandum, the vice president of Road Food suggests that the company motivate its advertising agency to perform better by basing the agency's pay on the Road Food's profits. In support of this suggestion, the vice president points out that although Road Food initially thought the ad agency was following company recommendations, competitor-Street Eats earned higher profits last year. The vice president also notes that Street Eats has fewer restaurants than Road Food, and that Road Food spent nearly as much money on advertising as Street Eats did. This argument is unconvincing, since it relies on dubious assumptions and comparisons.来源：考试大

First, the vice president assumes that the ad campaign caused the low profits. However, the vice president ignores many other factors that contribute to profitability. In particular, the fact that Road Food has been spending less advertising money per restaurant than Street Eats suggests that its unwillingness to spend more may be the main reason for disappointing profits.来源：考试大

Second, the author implies that the ad agency failed to implement Road Food's guidelines, and that this failure was the reason for disappointing profits. However, it is equally possible that the ad agency faithfully followed all suggestions from Road Food, and that those suggestions were the cause of the disappointing profits. In this respect, the author unfairly shifts blame from Road Food to the ad agency.来源：考试大

Third,

the authors comparison between Road Food and Street Eats is less relevant than a comparison between Road Foods own profits prior to its latest ad campaign and its profits during this campaign.

Comparing its own profits during these time periods would more accurately reflect the ad agency's effectiveness than comparing profits of two different companies. Finally, the author assumes that the ad agency will be more motivated if its fee is based on Road Food profits. However, the author does not support this claim. In fact, given that Road Foods profits have been lower than expected, it is just as likely that the ad agency would be less motivated by the suggested fee structure than by some other fee structure.来源：考试大 In conclusion, the argument is unconvincing as it stands. To strengthen it, the vice president must provide evidence that the ad campaign caused last years disappointing profits, and must examine and rule out other factors that may have contributed to disappointing profits. 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](http://www.100test.com)