

GMAT新黄金80题及范文(九) PDF转换可能丢失图片或格式，
建议阅读原文

https://www.100test.com/kao_ti2020/273/2021_2022_GMAT_E6_96_B0_E9_BB_84_c89_273177.htm 34. The following appeared as part of a plan proposed by an executive of the Easy Credit Company to the president. “ The Easy Credit Company would gain an advantage over competing credit card services if we were to donate a portion of the proceeds from the use of our cards to a well-known environmental organization in exchange for the use of its symbol or logo on our card. Since a recent poll shows that a large percentage of the public is concerned about environmental issues, this policy would attract new customers, increase use among existing customers, and enable us to charge interest rates that are higher than the lowest ones available. ” Easy信贷公司的一个经营主管向董事长提交的一份计划： 如果我们将信用卡所得的利润中的一部分捐给一个知名的环保组织换取在我们的信用卡上使用他们的标识的权利， Easy信贷公司将在信用卡服务的竞争中得到很大好处。 由于最近的民调显示，很多人都关心环境问题，这一计划将吸引新顾客，提高现有顾客的使用量，并使我们得到比最低利润率要高的利润率。 1环保组织所提供的标识所关心的方面和民众所关心的方面可能不一致 2关心环保问题并不意味着他们就一定会采取一些具体的措施 象是在这个例子里面购买这个公司的产品 The author assumes that the public's concern about environmental issues will result in its taking steps to do something about the problem-in this case, to use the Easy Credit Company credit card. 3权衡了额外付出的成本和收益之后并不一定值得

这么做. 1, 首先, 关心环境的人, 不一定是使用信用卡的。第二, 关心环境问题的人, 关心的issues不一定与该组织的相同。2, 因果关系不明确: 不一定人们关心环保就一定用使用信用卡的方式来表达。因为More often, 人们可能采取更加直接的方式, 比如直接donate money to the environmental organization.3, 另外, 利润率关系到收入和支出, 很可能两个比较收入小于支出。 In this argument the author concludes that the Easy Credit Company would gain several advantages over its competitors by donating a portion of its profits to a well-known environmental organization in exchange for the use of the organization ' s logo on their credit card. The author reaches this conclusion on the basis of a recent poll that shows widespread public concern about environmental issues. Among the advantages of this policy, the author foresees an increase in credit card use by existing customers, the ability to charge higher interest rates, and the ability to attract new customers. While the author ' s argument has some merit, it suffers from two critical problems. To begin with, the author assumes that the environmental organization whose logo is sought is concerned with the same environmental issues about which the poll shows widespread concern. However, the author provides no evidence that this is the case. It is possible that very few credit-card users are concerned about the issues that are the organization ' s areas of concern. if so, then it is unlikely that the organization ' s logo would attract much business for the Easy Credit Company. Next, the author assumes that the public ' s concern about environmental issues will result in its taking steps to do

something about the problem in this case, to use the Easy Credit Company credit card. This assumption is unsupported and runs contrary to experience. Also, it is more reasonable to assume that people who are concerned about a particular cause will choose a more direct means of expressing their concern. In conclusion, the author's argument is unconvincing as it stands. To strengthen the argument, the author must show a positive link between the environmental issues about which the public has expressed concern and the issues with which this particular environmental organization is concerned. In addition, the author must provide evidence to support the assumption that concern about a problem will cause people to do something about the problem. 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