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https://www.100test.com/kao_ti2020/273/2021_2022_GMAT_E6_96_B0_E9_BB_84_c89_273181.htm 二 . Analysis of Argument

Questions 1. 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. ” 下面摘自一家冷冻食品处理商（processor）奥林匹克食品提交给股东的年报：随着时间流逝，由于机构了解了做好事情的方法进而提高了效率，处理的成本会降低。比如在彩色胶卷处理方面，3/5英寸照片的成本从1970年的5天50cent降至1984年的1天20cent。同样的规律适用于食品处理方面。由于奥林匹克食品即将庆祝它的25岁生日，我们可以指望我们长期的经验会使我们达到最小的成本和最大的利润。 1. false analogy: The food industry is not analogous to the color film industry. 2. causal oversimplification: Other factors that may contribute to the cost decline of the printing cost should be considered and ruled out. 3. gratuitous assumption: The conclusion of the argument is based on a gratuitous assumption that the company can minimize cost and

maximize profit because the company has been conducted for 25 years. 1. 错误类比：color film processing和processing of food不相同。problems of spoilage, contamination, and timely transportation都只影响food 不影响film. 2. 同时，忽略他因。是否是因为组织更有效率才使COST下降的？很可能是material necessary for the process下降了价钱。所以，两者更不同。3. gratuitous assumption：二十五年不代表学到了很多。很可能什么都没学到，或者技术已经out of date. Citing facts drawn from the color-film processing industry that indicate a downward trend in the costs of film processing over a 24-year period, the author argues that Olympic Foods will likewise be able to minimize costs and thus maximize profits in the future. In support of this conclusion the author cites the general principle that “as organizations learn how to do things better, they become more efficient.” This principle, coupled with the fact that Olympic Foods has had 25 years of experience in the food processing industry leads to the author’s rosy prediction. This argument is unconvincing because it suffers from two critical flaws. First, the author’s forecast of minimal costs and maximum profits rests on the gratuitous assumption that Olympic Foods’ “long experience” has taught it how to do things better. There is, however, no guarantee that this is the case. Nor does the author cite any evidence to support this assumption. Just as likely, Olympic Foods has learned nothing from its 25 years in the food-processing business. Lacking this assumption, the expectation of increased efficiency is entirely unfounded. Second, it is highly doubtful that the facts drawn from the color-film processing

industry are applicable to the food processing industry. Differences between the two industries clearly outweigh the similarities, thus making the analogy highly less than valid. For example, problems of spoilage, contamination, and timely transportation all affect the food industry but are virtually absent in the film-processing industry. Problems such as these might present insurmountable 不可抗拒的 obstacles that prevent lowering food-processing costs in the future. As it stands the author ' s argument is not compelling. To strengthen the conclusion that Olympic Foods will enjoy minimal costs and maximum profits in the future, the author would have to provide evidence that the company has learned how to do things better as a result of its 25 years of experience. Supporting examples drawn from industries more similar to the food-processing industry would further substantiate 证实 the author ' s view. 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