

2011年2月GMAT考试作文机经AA（至2.24）（二）PDF转换可能丢失图片或格式，建议阅读原文

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5 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. ”

6 The following is part of a business plan created by the management of the Megamart grocery store: “ Our total sales have increased this year by 20 percent since we added a pharmacy section to our grocery store. Clearly, the customer ’ s main concern is the convenience afforded by one-stop shopping. The surest way to increase our profits over the next couple of years, therefore, is to add a clothing department along with an automotive supplies and repair shop. We should also plan to continue adding new departments and services, such as a restaurant and a garden shop, in subsequent years. Being the only store in the area that offers such a range of services will give us a competitive

advantage over other local stores. ” 7 The following appeared in a presentation by the chief production manager of a machine parts manufacturing company at a management meeting: “ Our factory in Cookville is our most advanced and efficient. It is capable of producing ten drill bits for each dollar of production costs, whereas none of our other factories can produce more than seven drill bits per dollar of production costs. Therefore, we can reduce our overall drill bit production costs by devoting the Cookville factory entirely to drill bit production. Since reducing the production costs of individual machine parts is the only way to achieve our larger goal of reducing our overall production costs, dedicating the Cookville factory entirely to drill bit production and shifting all other machine part production to our other factories will help us to attain that larger goal. ” 8 The following appeared as part of a memorandum from the loan department of the Frostbite National Bank: “ We should not approve the business loan application of the local group that wants to open a franchise outlet for the Kool Kone chain of ice cream parlors. Frostbite is known for its cold winters, and cold weather can mean slow ice cream sales. For example, even though Frostbite is a town of 10,000 people, it has only one ice cream spot the Frigid Cow. Despite the lack of competition, the Frigid Cow ’ s net revenues fell by 10 percent last winter. ”

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