

GRE写作

7.3 Argument 难题串讲-回答问题

唐盛

回答问题 - Answer Questions

Argument No. 16

The following appeared in a memorandum from the owner of Movies Galore, a chain of video rental stores.

"In order to reverse the recent decline in our profits, we must reduce operating expenses at Movies Galore's ten video rental stores. Since we are famous for our special bargains, raising our rental prices is not a viable way to improve profits. Last month our store in downtown Marston significantly decreased its operating expenses by closing at 6:00 P.M. rather than 9:00 P.M. and by reducing its stock by eliminating all movies released more than five years ago. Therefore, in order to increase profits without jeopardizing our reputation for offering great movies at low prices, we recommend implementing similar changes in our other nine Movies Galore stores."

回答问题 - Answer Questions

The following appeared in a memorandum from the owner of Movies Galore, a chain of video rental stores.

“In order to reverse the recent decline in our profits, we must reduce operating expenses at Movies Galore’s ten video rental stores. Since we are famous for our special bargains, raising our rental prices is not a viable way to improve profits. Last month our store in downtown Marston significantly decreased its operating expenses by closing at 6:00 P.M. rather than 9:00 P.M. and by reducing its stock by eliminating all movies released more than five years ago. Therefore, in order to increase profits without jeopardizing our reputation for offering great movies at low prices, we recommend implementing similar changes in our other nine Movies Galore stores.”

*Write a response in which you discuss what **questions** would need to be addressed in order to decide whether implementing the recommendation is likely to have the predicted result and explain how the answers to those questions would help to evaluate the recommendation. Q3*

回答问题 - Answer Questions

In order to reverse the recent decline in our profits, 1) we must reduce operating expenses at Movies Galore's ten video rental stores. Since we are famous for our special bargains, 2) raising our rental prices is not a viable way to improve profits. 4) Last month our store in downtown Marston significantly decreased its operating expenses 3) by closing at 6:00 P.M. rather than 9:00 P.M. and by reducing its stock by eliminating all movies released more than five years ago. Therefore, in order to increase profits without jeopardizing our reputation for offering great movies at low prices, we recommend 5) implementing similar changes in our other nine Movies Galore stores.

1. To determine whether carrying out the recommendation will have the predicted result, the first question to be addressed is whether there are no other feasible ways to reverse his store's profit decline.

回答问题 - Answer Questions

In order to reverse the recent decline in our profits, 1) we must reduce operating expenses at Movies Galore's ten video rental stores. Since we are famous for our special bargains, 2) raising our rental prices is not a viable way to improve profits. 4) Last month our store in downtown Marston significantly decreased its operating expenses 3) by closing at 6:00 P.M. rather than 9:00 P.M. and by reducing its stock by eliminating all movies released more than five years ago. Therefore, in order to increase profits without jeopardizing our reputation for offering great movies at low prices, we recommend 5) implementing similar changes in our other nine Movies Galore stores.

1. To evaluate the prospect of implementing this recommendation, the first question we have to address is whether there are no other feasible ways to reverse his store's profit decline.

回答问题 - Answer Questions

In order to reverse the recent decline in our profits, 1) we must reduce operating expenses at Movies Galore's ten video rental stores. Since we are famous for our special bargains, 2) raising our rental prices is not a viable way to improve profits. 4) Last month our store in downtown Marston significantly decreased its operating expenses 3) by closing at 6:00 P.M. rather than 9:00 P.M. and by reducing its stock by eliminating all movies released more than five years ago. Therefore, in order to increase profits without jeopardizing our reputation for offering great movies at low prices, we recommend 5) implementing similar changes in our other nine Movies Galore stores.

2. Another question to be addressed is why lifting the rental prices is so unthinkable even if MG is well-known for its special bargains.

回答问题 - Answer Questions

In order to reverse the recent decline in our profits, 1) we must reduce operating expenses at Movies Galore's ten video rental stores. Since we are famous for our special bargains, 2) raising our rental prices is not a viable way to improve profits. 4) Last month our store in downtown Marston significantly decreased its operating expenses 3) by closing at 6:00 P.M. rather than 9:00 P.M. and by reducing its stock by eliminating all movies released more than five years ago. Therefore, in order to increase profits without jeopardizing our reputation for offering great movies at low prices, we recommend 5) implementing similar changes in our other nine Movies Galore stores.

2. The owner might also have to question himself: Why is lifting the rental prices so unthinkable even if MG is well-known for its special bargains?

回答问题 - Answer Questions

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3. *It is also important to raise a question about the change in the profitability of the downtown Marston store.*

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4. Even if the cost-cutting measures increased profitability at the Marston store last month, there is no guarantee that such measures would continue to increase profitability over time. [no question]

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*5. **The last but not the least important question is whether the other nine stores and the downtown Marston store are so similar to one another that they just can simply copy each other's business strategies.***

开头段 The Introductory Paragraph

Two Steps

The owner of Movies Galore **recommends** that the cost-cutting strategy, which has been seemingly successful at downtown Marston, be implemented at the rest of his nine chain stores. He **predicts** that this recommendation would reverse Movies Galore's recent decline in profits. **[Briefly summarize the argument]** Yet whether this recommendation will be likely to achieve its intended results **depends on the answers to a series of important questions. [challenge the argument]**

中间段 The Body Paragraph

Even if it is granted that there are only two options for increasing profitability — cutting costs, and raising rental prices — one might wonder why raising rental prices is so unthinkable. The author implies that because Movies Galore is famous for special bargains, raising the rental prices would eliminate this competitive advantage and decrease profitability. However, in making this conclusion, he makes several assumptions without considering questions that need to be addressed. First, he assumes that there is no room to raise current prices and yet maintain lower prices than competitors. One would need to ask if prices could be increased slightly, while keeping them cheap. Even if there is no room for such a strategy, the author assumes that Movies Galore's reputation for bargain pricing would evaporate if they increased their prices slightly. Perhaps such a reputation would be widespread enough to persist despite a slight increase in prices. And thirdly, even if the reputation for bargains would be eliminated by an increase in prices, the author assumes that Movies Galore cannot change course and be successful in some other way. Perhaps it could instead become known as the store with the friendliest employees. Perhaps it already is, and the author is wrong to believe that a causal relationship between bargain prices and success exists, when the real cause of Movies Galore's good reputation is entirely independent of its prices. The author needs to answer these questions to convince us that profits are caused by bargains, and not by the other factors that may be involved. (256 words)

中间段 The Body Paragraph

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