

**MANHATTAN GMAT**

Exit

CAT Exam #2

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AWA ESSAYS: Analyze Argument

ESSAY QUESTION:

The following appeared in a market research report examining consumer perceptions of a chain of clothing stores:

"A recent survey commissioned by the market research department of XY Gen Stores indicated a high level of recognition among consumers of the brand and the nature of the apparel sold in XY Gen Stores. However, the survey also indicated that approximately 60% of those surveyed that recognized the name of XY Gen Stores had never shopped at one of the company's stores. Because of this result, XY Gen Stores executives should launch a significant rebranding and marketing campaign to change the company's image and thereby bring new consumers into the stores.

Discuss how well reasoned you find this argument. Point out flaws in the argument's logic and analyze the argument's underlying assumptions. In addition, evaluate how supporting evidence is used and what evidence might counter the argument's conclusion. You may also discuss what additional evidence could be used to strengthen the argument or what changes would make the argument more logically sound.

YOUR RESPONSE:

The argument discusses a recent survey that was commissioned by market research department of XY Gen stores. The result of survey was that consumers have high level of recognition of brand and nature of apparel sold in XY stores. However, only approximately 60% of those who recognize the brand actually shop at XY stores. Based on these results the argument concludes that action is required by the XY store to launch rebranding and marketing campaign to change company's image and bring new consumers. This argument makes a lot of assumptions and takes a leap of faith to make the conclusion which not completely result of facts provided. Perhaps if more information regarding the assumption were provided the conclusion would have seemed more likely.

Firstly, the validity of the survey is the suspect. Enough information is not provided as to whether the survey was truly representative. For example, it is not clear whether the survey was conducted at a particular location or the store and whether result from that one store are being used to draw conclusion about all the chains of XY stores at different location which probably have different buying patterns. It is not clear whether a particular kind of consumer group has been targeted for survey or a general population has been surveyed. It is important to know such details for correct conclusion to be drawn.

Secondly, it not not clear why 60% represents a bleak picture for XY stores. It may be that XY store sells luxury items and sixty percent may actually represent a good number of consumers. Also no actual numbers are discussed and only a percentage is given so it does not suggest that it represent low volume of sales.

Secondly, it is not clear whether such increased marketing campaigns lead to increased sales. Also there is no evidence that sales of the store are suffering.

Thirdly, as perhaps most importantly, there is nothing to suggest that brand recognition is causing any trouble for XY store. Maybe the problem with XY store is with the material that it is selling and not with the brand recognition. In such a case spending more money in rebranding exercise will not yield desirable results. Also it is assumed that new customers will be attracted by the campaign but there is no evidence to support such a claim.

Therefore, author has made several assumption without providing proper justification for them. The argument would have been much improved and conclusion more believable if some more details were provided such as if author would have revealed the more information about the survey or if author would have provided proper link between reduced sales and brand recognition. Due to lack of these details, the argument is open to attack.

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