



# MANHATTAN GMAT

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## CAT Exam #1

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### AWA ESSAYS: Analyze Argument

#### ESSAY QUESTION:

The following appeared in an article in a consumer-electronics magazine:

"Company X's latest model of digital camera to be released next month, the TR12, is being promoted as the most portable, user-friendly digital camera available, and also an excellent bargain. It can be expected to live up to these claims, because Company X's previous model, the TR11, was universally lauded as setting the standard in these areas last year."

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 claims that Company X's latest model TR12 will be most portable, user-friendly and an excellent bargain. The reason that it gives for this claim is that the company's previous model TR11 was also a universal success. However this argument makes certain assumptions which makes this claim doubtful.

Firstly, argument believes that just because TR11 was a success and lived up to its claims, so will be TR 12. There is no proper justification provided in the argument to support these claims. For example, maybe since the release of TR11 many of the competitors of company X have also released similar digital cameras which are more successful now and have better features such as portability and user friendliness. Maybe the digital camera industry landscape has completely changed due to some technological advancement and customers are getting all features of digital cameras in other devices such as phones along with much better characteristics that TR12 cannot offer. Also it is possible that maybe TR12 will be able to deliver on one of its claims and not all.

Secondly, the argument assumes that portability, user friendliness and excellent bargain are the only

features that customers are interested in. Maybe TR12 has many other major defects which will make it less attractive than other competing products.

Thirdly, the argument assumes that further improvement is possible in the areas such as portability, user-friendliness and bargain prices. Maybe the features that TR11 provided represented the best portability and user friendliness that is technologically possible. Maybe company X will not be able to further reduce the prices of its digital cameras to the prices being offered by competitors and so may not be able to provide further bargains.

To conclude, it seems that the argument misses various important points which would have helped to determine whether TR12 will live up to its claims. For example, if argument would have provided more information on whether further advancements in technology are possible to create a better model, it would have been better justified. Just having set the standard in a previous model does not guarantee that the latest model will also be a success in similar areas. This exposes the underlying flaw in the argument and renders it weak.

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