
Instructions

Discuss your perspective on the following issue. Keep the following points in mind:

- You have 30 minutes to read the topic and present your opinion on it.
- State your position on the issue clearly.
- Develop your ideas in an organized manner.
- Use relevant examples and reasons to support your opinion.
- Express your ideas using appropriate words and expressions.
- Set aside a few minutes to read the finished response and make edits, if required.

Topic

“The rise of multinational corporations is leading to global homogeneity. As people everywhere are beginning to want the same products and services, regional differences are rapidly disappearing.”

Original Essay

It is true that the number of multinational corporation is increasing rapidly these days. This might give an impression that the world is being more homogenous and uniform. However, close examination reveals that this is not the case. Instead, I strongly believe that regional differences still exist and have a great impact on multinational corporations.

If we just looked at the fact that many coporations are spread worldwide, it seems that global homogeneity is indeed taking place. However, it is important to note that it is the consumers who choose what to buy. Since there are big differences in culture and ethnicity among region, there is a diversity in consumer’s preferences; even if the product lineup is the same all over the world, it is less likely that people living in different countries choose the same product to be attractive. For instance, people might find small cars preferable in areas where there is less parking space. On the contrary, big cars which can carry lots of load might be preferred in other areas.

If it is the consumers that determines the trend of the market, corporations have to make changes so as to satisfy consumer’s needs. For example, worldwide fastfood restaurants are not offering the same product, but instead modifying it depending on where the restaurant is located. It is said that hamburgers sold in Japan is smaller than that sold in the US because Japanese tend to eat less. In addition, religion has to be taken into account because it influences whether people eat certain kind of meat or not.

In addition, it is common that people working in multinational corporation are hired locally. This also effects toward giving diversity within global corporations. In the fastfood restaurant example mentioned above, clerks are often hired from where the restaurant is located. Thus, even if there is a manual for customer sevicees, details differ accross regions. For example, clerks in Japan often bow after customer bought something whereas clerks in US seldom do so.

To sum up, it cannot be said that regional differences are disappearing just because of the fact that there is an increase in number of corporation that are spread worldwide. Instead, detailed analysis shows that diversity among regions still exist and have a strong influence on policies of multinational corporations.

Below is your edited essay with an explanation of the existing strengths of your writing with suggestions for improvement.

Insertions: Red; Deletions: Strikethroughs in blue

The idioms and idiomatic structures have been highlighted

It is true that the number of multinational corporations is increasing rapidly these days. This might give an impression that the world is ~~being~~becoming more ~~homogenous~~homogeneous and uniform. However, a close examination reveals that this is not the case. Instead, I strongly believe that regional differences still exist and have a great impact on multinational corporations¹.

If we just looked at the fact that many ~~corporations~~corporations are spread worldwide, it seems that global homogeneity is indeed taking place. However, it is important to note that it is the consumers who choose what to buy. Since there are ~~big~~vast differences in culture and ethnicity among regions, there is ~~a~~diversity in consumer's preferences; even if the product lineup is the same all over the world, it is less likely that people living in different countries ~~choose~~find the same product ~~to be~~attractive. For instance, people might find small cars preferable in areas where there is ~~less~~limited parking space. On the contrary, big cars ~~which~~that can carry ~~lotsa~~ great deal of load might be preferred in other areas².

If it is the consumers ~~that~~who determines the ~~market~~ trend ~~of the market~~, corporations have to make changes so as to satisfy consumer's needs. For example, worldwide fast-food restaurants ~~are~~do not offering the same ~~product~~menu, ~~but~~instead, ~~they~~ ~~modifying~~modify it depending on where the restaurant is located. It is said that hamburgers sold in Japan ~~is~~are smaller than ~~that~~those sold in the U.S. because ~~the~~ Japanese tend to eat less. In addition, religion has to be taken into account because it influences whether people eat certain kind of meat or not³.

In addition, ~~it is common~~generally ~~that~~people working in multinational corporations are hired locally. This also ~~effects toward giving~~adds diversity within global corporations. In the fast-food restaurant example mentioned above, clerks are often hired from where the restaurant is located. Thus, even if there is a manual for ~~customer~~customer services, details differ ~~a~~cross regions. For example, clerks in Japan often bow after ~~customer~~a customer ~~buys~~ bought something whereas clerks in ~~the~~ U.S. seldom do so⁴.

To sum up, it cannot be said that regional differences are disappearing just because ~~of the fact that~~ there is an increase in ~~the~~ number of corporations that are spread worldwide. Instead, a detailed analysis shows that diversity among regions still exists and ~~have~~has a strong influence on policies of multinational corporations⁵.

COMMENTS	
1 Introduction	<p>Strengths: Precise expression of your view on the issue.</p> <p>Insightful identification of global homogeneity as a superficial feature</p> <p>Use of precise and effective vocabulary.</p>
2 Body paragraph 1	<p>Strengths: You claim that the consumers choose what they want to buy.</p> <p>Focus areas: The example does not demonstrate how culture and</p>

	<p>ethnicity affect consumers' choice.</p> <p>How to improve: Use examples that are relevant to the point discussed. Lack of parking space is not a cultural or ethnic element. Therefore, when cars are bought depending on the availability of parking spaces, the choice is not governed by the culture or ethnicity of the people. However, the example does demonstrate the effects of the local economy, available infrastructure, etc. Discuss the regional differences arising on account of these factors and use the example of the cars. Here is a modified sample of your paragraph: <i>If we just looked at the fact that many corporations are spread worldwide, it seems that global homogeneity is indeed taking place. However, it is important to note that it is the consumers who choose what to buy. Since there are vast differences in the economies and lifestyles of different regions, there is diversity in consumers' preferences; even if the product lineup is the same all over the world, it is less likely that people living in different countries find the same product attractive. For instance, people might find small cars preferable in areas where there is limited parking space. On the contrary, big cars that can carry a great deal of load might be preferred in other areas.</i></p> <p>Language tips</p> <p>Edited: Since there are bigvast differences in culture and ethnicity among regions, there is a diversity in consumers' preferences; even if the product lineup is the same all over the world, it is less likely that people living in different countries choosefind the same product to be attractive.</p> <p>Singular/Plural: Here, you discuss the existing differences between two or more places. However, using the singular form of the noun "region" implies that you are talking about only one region; therefore, the plural form "regions" is appropriate here.</p>
3 Body paragraph 2	<p>Strengths: You assert that multinational companies have to modify their products to suit consumers' needs.</p> <p>You provide a valid example that shows that although it may seem that people across the world are buying the same products, those products are altered to suit specific markets.</p> <p>Focus areas: The issue about the influence of culture and religion should be discussed in this paragraph.</p> <p>How to improve: The previous paragraph does not adequately emphasize the role of "cultural and ethnic diversity." Discuss the point in this paragraph and enhance its effectiveness. To include this idea in the current paragraph, modify your discussion as follows: <i>If it is the consumers who determine the market trend, corporations have to make changes so as to satisfy consumers' needs. Certain products cannot be sold in specific regions because they may upset the religious or cultural sensibilities of the people. For example, worldwide fast-food restaurants do not offer the same menu in all their outlets; instead, they modify it depending on where the restaurant is located. Religion has to be taken into account because</i></p>

it influences whether people eat certain kind of meat or not. Thus, a restaurant that regularly serves pork and beef may have to take these items off their menu when they open outlets in regions where such meat is not eaten. Culture too has similar impacts on product policies of multinational companies. It is said that hamburgers sold in Japan are smaller than those sold in the U.S. because the Japanese tend to eat less. Thus, although people across the world may eat at the same restaurant chain, what is actually consumed differs from region to region.

Language tips

Edited: For example, worldwide fast-food restaurants **aredo** not offering the same **productmenu**, but instead **modifyingmodify** it depending on where the restaurant is located.

Word choice: "Product" is "a thing that is grown or produced, usually for sale." Thus, "product" is a very general term.

Example: The company's product is very popular among children.

On the other hand, "menu" refers to "a list of the food that is available at a restaurant or to be served at a meal."

Example: The McDonalds burger menu comprises a variety of meat burgers.

Since you are discussing the example of fast-food restaurants, the noun "menu" suits the context of the example.

Edited: It is said that hamburgers sold in Japan **isare** smaller than **thathose** sold in the U.S. because **the** Japanese tend to eat less.

Subject-verb agreement: The subject of the sentence is the plural noun "hamburgers." The singular form of the verb "is" does not suit the plural subject. Therefore, I have replaced "is" with its plural form "are."

4 Body paragraph 3

Strengths: Your discussion and example support your stance.

Focus areas: You do not relate this point to the homogeneity in services aspect mentioned in the topic.

There are frequent typographical errors.

How to improve: Relating the discussion to the "services" aspect will help to elevate the relevance of this discussion to the issue at hand. The topic suggests that "people want the same product and services"; your explanation illustrates that this is not always the case. Here is how you could connect the ideas:

In addition, generally people working in multinational corporations are hired locally. This also adds diversity within global corporations and influences the kind of services offered by them. In case of the fast-food restaurants, clerks are often hired from where the restaurant is located. Thus, even if there is a manual for customer services, details differ across regions. For example, clerks in Japan often bow after a customer buys something whereas clerks in the U.S. seldom do so. This clearly shows that not just products but services as well are customized to suit the differences in the market base.

	Successive spelling errors will immediately catch the reader's/evaluator's attention. Ensure that you spell words correctly.
5 Conclusion	Strengths: The conclusion offers a suitable closure to the discussion. Your confident and persuasive final word leaves a strong impression on the reader.
Time	You should complete the GMAT issue task within 30 minutes. Spend the first five minutes ideating and organizing your stance. Complete the task in the next 20 minutes. In the last five minutes, proofread your writing for inadvertent grammar, spelling, or mechanical errors. Strictly adhere to the time division as it enables you to write conclusively in the given time.

Essay Rating

Parameter	Rating
Development of position	Good
Use of reasons and examples	Good
Focus and organization	Satisfactory
Expression of ideas	Good
Grammar and mechanics	Good

Your essay's grade: **B+**

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If it is the consumers who determine the market trend, corporations have to make changes so as to satisfy consumers' needs. For example, worldwide fast-food restaurants do not offer the same menu, instead, they modify it depending on where the restaurant is located. It is said that hamburgers sold in Japan are smaller than those sold in the U.S. because the Japanese tend to eat less. In addition, religion has to be taken into account because it influences whether people eat certain kind of meat or not.

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