

empowered to raise prices and the cost so high that in fact not a great deal of method is to encourage the growth of 'buyer's market in which the prices on the goods. This is at present only possible in the high production areas of the world. But competition leads to malpractices of a different kind. Competition automatically forces good quality depends upon the destruction of competing business and big companies have a natural advantage over small ones. An obsessive drive to 'sell' is generated in such a system. Huge sums are spent on advertising, the costs of which are transferred to the buyer. People are tricked and badgered into buying things they do not really need.

PRÉCIS EXERCISE 11

Q: Write a précis of the following passage in about 100 words and suggest the title: (20+5)

The pain of a kick on the shin soon passes away, but the pain of wound to our self-respect or our vanity may poison a whole day. For these are few things more catching than bad temper and bad manners. Bad manners probably do more to poison the stream of the

general life than all the crimes in the calendar. But all the same discourtesy is not a legal offence and the law cannot become the guardian of our private manners. While it is true that there is no law that compels us to say "please", there is a social practice much older and more sacred than any law which enjoins us to be civil. And the first requirement of civility is that we would acknowledge a service. "Please" and "Thank you" are the small change with which we pay our way as social beings. They are the little courtesies by which we keep the machine of life oiled and running sweetly. They put our intercourse upon the basis of a friendly co-operation, an essay give-and-take, instead of on the basis of superiors dictating to inferiors.

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PRÉCIS EXERCISE 12

following passage in about 100 words and suggest the (20+5)

Importance of Good Manners in Relations

The pain of disrespect hurts more than that of the pain of a wound. Moreover, the notorious act of character is bad manners. However, there is no legal law to address our private manners but being civilized in society is a sign of a good manners. Therefore, behaving in the same way with other social being is a civility. Through this attitude, the harmony prevails among humans.

Total words	184
Sum up	60