

16-1-2024

①

Day M T W T F S

Q.No.3

Answers:

- 1 - polish
- 2 - Assumed
- 3 - Degrade
- 4 - provoke
- 5 - Lower
- 6 - Surrender
- 7 - Suggested
- 8 - prohibit
- 9 - Apologetic
- 10 - Heedless

~~Q.No.1~~

Q.No.1Answer:

The Author argues that London is a place where individuals are treating on their intellectual and social qualities not on the base of wealth and status. Other parts of country influence social status. The Author emphasizes that London provides an environment where personal merit and good manners determine one person place in society.

Title:

Social equality in London

Q.No.2Answer:

1- The experiential approach discussed in the passage is "word of mouth" where companies ^{like} ~~the~~ Nintendo, Nestle, Philips recruit individuals such as suburban mothers to spread positive message about their products among family and friends.

2- we can infer from Walter's statement that Amway and Tupperware have successfully used social and economic aspects for business advantage. The internet also has a positive effect in this marketing approach.

3- The internet magnifies the effect of word of mouth marketing allowing endorsements from friends to have a broader reach and impact.

5- The challenge for marketers is creating the right kind of buzz and controlling it because negative can spread as fast as positive ones, so need to be careful when dealing with flaws in a product.

4- when Microsoft sent laptops to bloggers for marketing the resulting online discussion focused more on the morality of accepting gifts rather than on the product.