

QUESTION NO: 1:- (PRECIS WRITING)

TITLE: The unbiased social life in London.

PRECIS:

Out of all places in the Kingdom, only London ensures the worthy and unbiased treatment of its inhabitants. In the rest of Kingdom people are judged in society based on their material wealth and royal connections. People receive biased treatment based on their wealth and social status irrespective of their talent. While London appreciates talent and personal qualities of an individual. The material wealth has no role to play for selection in a company. The cooperative nature, physical expression and communication skills, do impress ^{the} society. Every person receives treatment based

on the quantity of skill or talent he possesses. The country life is preferable for solitary lifestyle. While London is good place for a social person, as it ensures freedom of expression.

Passage length = 500 words

Precis length = 130 words.

QUESTION NO: 2:-

1 - What is the experimental approach discussed in the passage?

Word of mouth marketing is discussed as the experimental approach. It involves the hiring of a bunch of suitable people, who are expected to give positive reviews. They get to use the product and give positive reviews and spread the word.

2. What can we infer from Walter Carl's statement?

The statement of Walter Carl points towards the use of particular social group in need of economic support for advertisement. The blend of social class with deprived economic status for gaining positive reviews. This way they are used for business purpose.

3. What is the effect ... marketing?

Internet has challenged the use of Word of mouth approach. It has increased the difficulty of marketers using this approach. As internet spreads the negative views with the same speed as positive ones. The flaws of a product no longer remain a secret.

4 According to Peter Kim - ... Vista?

The Microsoft's campaign for Vista actually backfired. As the influential bloggers discussed the morality and ethics of the way they campaigned. Instead of promotion of Vista the morality of situation was discussed.

5 - What is the challenge for marketers?

The challenge for marketers is to deal with the spread of negative reviews. The flaws that used to remain a secret, spread at a very fast pace. The advertisement may backfire when the morality of situation comes into discussion.

QUESTION #03:-

Synonyms:

1- Tarnish -

2- Exposed

3- Provocative.

4- Placate.

5- Lower

6- Surrender.

7- Criticism.

8- Prohibit -

9- Apologetic

10- Heedless -