

Q.1

Title: London: the only place of equal society

London is a true example of an equal society, where everyone is honored due to one's role in company. However, in other countries, property, wealth, and political relations are more credited. In such countries people make relations with those who have power and prestige. The people of London do not waste their time on such tasks, they just honour the abilities, behaviour and intellect of the people. Here parliamentarians, merchants, and manufacturers are all treated alike. And these are the qualities which should be present in people working in a company. Similarly, in London people can express their views without the fear of being insulted.

(130 words)

Q. 2

Answers to the questions of passage.

① Experimental approach is discussed in the passage is to endorse a product by your own friends and known people.

②

We can infer from Walter Raul's statement that we can endorse our product with the help of internet if we know how to create ^{control} a right buzz for it.

③

With the help of internet, word of mouth marketing operates a network of volunteers agents who help in endorsement and development of a product.

④

According to Peter Kim, they ignored

Vista and focused on ethics of word - of - mouth - marketing.

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Creating a right kind of Buzz and controlling it is a big challenge for marketers.

Q.3

1. Burnish = praise

2. Tacit = Assumed

3. Banal = Fresh

4. Foment = placate

5. Abase = Lower

6. Quell = Repress

7. Explicit = ABBable

8. Sanction = prohibit

9. penitence = Conformist

10. waxy = Rebel