

Q-NO 1 Precis

People in big cities like London are treated according to their abstract qualities such as intellect, manners and talent. While in rest of the country, the capabilities are gauged against wealth and connections of individuals. And their money supercedes ideas and intellect. In metropolis, life is too busy to notice such materialistic attributes. In it, people are not judged on their wealth, but rather on the basis of eloquence, wisdom and sense of understanding. London gives equal opportunities to everyone to earn respect and status regardless of money, land and connections.

Title :

The difference in Urban and Rural life



Q-NO-2

Answer to the questions

(1)

"Word of mouth", listening from a friend about a product, was once used as experiment in the field of marketing in order to replace traditional methods. Therefore it is referred as "experimental approach" in the passage.

(2)

Walter Mack has endorsed "Word of Mouth" marketing campaign that social factors can play role in endorsing a product more effectively.

(3)

Internet has made it easier to spread endorsement about any product. It has made "Word of mouth" strategy broader and faster.

(4)

It created a negative buzz word about product and company.

Microsoft gave gifts to popular bloggers to make them write about their new product Vista. But rather, it started a negative debate about the ethical and moral aspects of receiving gifts in return of writing about or endorsing a product.

(5)

The challenge for the marketers is to create the right kind of buzzword and to control it. As negative view also spread as quickly as positive ones.

Q. NO. 3. Choose Words

<u>Words</u>	<u>Similar meanings</u>
① Buerish	Dull
② Tacit :	Assumed
③ Banal :	stale
④ Foment :	Placate
⑤ Abase :	lower
⑥ Quell :	Repress
⑦ Explicit	Affable
⑧ Sanction	Encourage
⑨ Persistent	Compromist
⑩ Wary	Careful