

## Q.1. Precise:

The author thinks that London is the only place in the Kingdom that deserves the name of society. In London, people are treated according to their etiquette while elsewhere, they are treated based on their wealth or possessions. The background of people does not decide how they are received in London, rather the pleasantness of their company and the soundness of their mind does. The countryside could be a good place to enjoy one's own company but for social interaction, London has no match. Personal merit is not taken into account anywhere else but London.

### Title:

London: An Egalitarian Society

## Q.2: Comprehension:

Ans (1): According to the passage, the 'word-of-mouth' marketing strategy was once an experimental marketing approach but it is gaining popularity now as the traditional advertising declines.

Ans (2): - We can infer from Walter Carl's statement that companies know that word-of-mouth can be a good marketing strategy. The fusion of the social aspect of this strategy with economics can be converted into business advantage.

Ans(3): The internet increases the effect of word-of-mouth marketing. People become more interconnected through the internet which provides an ideal platform for word-of-mouth marketing to expand its reach.

Ans(4):- According to Peter Kim, Microsoft's marketing campaign went terribly wrong and created a bad buzz. When Microsoft sent laptops, installed with their new software Vista, to influencers to talk about it, they completely ignored Vista and talked about the ethics of word-of-mouth marketing.

Ans(5):- The challenge for marketers is that the ~~negative~~ spread of negative news can be just as fast as positive ones. Which is which creating the right kind of buzz and maintaining it is required - which can be challenging.

### Q.3:- SYNONYMS:-

1. BURNISH → (b) Dull
2. TACIT → (c) Conformist
3. BANAL → (b) Stale
4. FOMENT → (a) Provoke
5. ABASE → (b) Lower
6. QUELL → (c) Repress
7. EXPLICIT → (a) Literal
8. SANCTION → (a) Prohibit
9. PENITENT → (a) Apologetic
10. WARY → (b) Careful