

Question no: 02
Read the Passage and answer questions
carefully.

1. Experimental approach

The experimental approach discussed in this passage is that of engaging and recruiting people to promote their products. Basically it is a 'word of mouth' marketing means the engaged people will tell others i.e their friends or the relevant people about the product.

2. Walter Carl's statement

We can infer from Walter Carl's statement that although endorsement from a friend carries weight but today internet can nullify such promotions because if a product has certain flaws it will spread quickly so the marketers are having difficulty to create the necessary hype for the product.

3. Effect of internet on Word of

mouth marketing:

Word of - mouth - marketing has been effected by the internet

to a large extent. Companies sent free samples to the influential bloggers and in return they promote their products without mentioning the flaws in the product. They some time hire agents and these agents write fake reviews.

4. Microsoft's marketing Campaign for Vista

When Microsoft sent laptops loaded with its new Windows Vista software to the influencers, these influencers totally ignored the Vista software and instead of writing or giving reviews about it these influencers just talked about the free samples which they got. They ignored the ethics of word-of-mouth marketing.

5. Challenge for marketers

The challenge for marketers is to create the right kind of buzz for the product. As internet is becoming an effective tool for getting access to information and people will find the flaws of product easily so challenge for marketers is to control and create a right kind of buzz for customers.

Question no: 01

Make a precis - suggest a suitable title

Precis:

The writer sheds light on the behaviour of societies that how they see and treat an individual. In some places, an individual is treated according to his values and intellectual traits and to its contrary in some places an individual is treated by the wealth he possess. Intellectual and social traits are overlooked. But in an equal society, a man is judge by what he can bring good to the society. People of all professions are not judged by their position and material wealth but by their character and behaviour.

In addition to it company, country or even a province judge a man that how can he brings favourable abroad for them. So in an equal society a man ~~can~~ shows his spirit and honesty because he knows this is the place where he will be appreciated. (137 words)

Title: Society's perception about an Individual

Q: 3

1. Tarnish
2. Assured
3. Degrade
4. Placate
5. Lower
6. Repress
7. Literal
8. Prohibit
9. Lively
10. Rebel