

Title: The Preference to Wealth Over Character

According to the author, there are societal inequalities exist in London. From Manchester to Liverpool, people are treated according to their wealth, not by their character in society. In such a society, if you have more money you can dare to refute other's opinion. It is a society, where money has suppressed the moral character. However, in equitable society or company, everyone including parliamentarian, merchant, manufacturers and property tycoons have wisdom and good manners, moral character. In such a company no one judges you based upon your wealth. On contrary, in London, you have the opportunity to express yourself freely in society/company, if you have more money than manners.

(Precis Words: 111)

Q#2

Q#1

Answer: To engage media influencers for promoting products through exchanging views by them, after using the products that has sent to them by company is called an experimental approach.

Q#2

Answer: He talks about the influence of internet about the success and failure of products by discussing positive and negative effects respectively.

Q#3

Answer: It is playing a vital role about the success or failure of products by publishing the views of users.

Q#4

Answer:

The efforts of Microloft went in vein, because of diversion in discussion towards morality of accepting gifts by bloggers.

Q#5

Answer:

To avoid negative views by ensuring the originality both in discussion and products.

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Q#3

1. a 2. d 3. c 4. a

5. b 6. c 7. d 8. a

9. b 10. d