

Sara Maryam

English Precise & Composition

Test 1

- Q3.
1. Burnish - a) Tarnish
 2. Tacit - c) Conformist
 3. Banal - a) Provocative
 4. Foment - d) Placate
 5. Abase - b) Lower
 6. Quell - a) Surrender
 7. Explicit - a) Literal
 8. Sanction - a) Prohibit
 9. Penitent - a) Apologetic
 10. Wary - b) Careful

Q1. Precise

Title: A Comparison of London Society with Other Places in the Kingdom

London is the only place that deserves to be called a society because here an individual is treated according to his value in company, unlike other places in the Kingdom. In Manchester or Liverpool, a man is treated according to his wealth and connections and not for his wit, which makes the society servile and arrogant. In the metropolis, people are too busy for these judgements. Every man, whether they are a parliamentarian, a merchant, a proprietor or a visitor, depend on their sense, wit and manners and not on

their profession to make a favourable impression. In the country too, you are measured by your wealth and whether you have a vote. Only in London you have the liberty to express your honest opinions.

Word Count of passage: 500

Word count of precis: 125

Q2. Comprehension

1. What is the experimental approach discussed in the passage?

Ans. The experimental approach discussed in the passage is the word-of-mouth marketing which is becoming increasingly popular. In this type of advertising, people spread the word among their friends.

2. What can we infer from Walter Carl's statement?

Ans. It can be inferred from Walter Carl's statement that social settings can be used for economic gains by businesses. Blending the social environment with the economics can give businesses an advantage.

3. What is the effect of the internet on word-of-mouth marketing?

The internet can magnify the effect of word-of-mouth marketing. Positive and negative views spread quickly on the internet.

4. According to Peter Kim, what happened to Microsoft's marketing campaign for Vista?

According to Peter Kim, when Microsoft sent its new Windows Vista laptops to influential bloggers to ~~test~~ in an effort to get them to write about it, an online discussion started about the morality of accepting gifts and the ethics of word-of-mouth marketing, completely ignoring Vista.

5. What is the challenge for the marketers?

The challenge for the marketers in word-of-mouth marketing is creating the right kind of buzz and learning to control it. Negative views spread quickly if the product has flaws, which can be a challenge for the marketers.