

## Question No: 1

Make a precis of following passage and suggest suitable title.

London is the only place to be called a society due to the following reasons. Firstly, it is the only place where individuals are valued according to their intellect. Here people neither have energy nor the intentions to judge each other on the basis of materialism. Secondly, despite a person is a parliamentarian or an ordinary merchant, is treated irrespective of his social status. For example, when one enters into a room, it is not inquired about one's wealth, but manners. In London, to get unmatched respect, one should have good manners and the quality of understanding. On the contrast, in rest of the kingdom, people are entertained on the basis of their material wealth rather

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intellectual capabilities. For example, in Manchester and Liverpool, a man is respected on the basis of money he owns. A person is treated with arrogance or surveillance depends upon condition of his pocket. However,

in London a person can express his opinion even if he holds no wealth without fear of get insulted. Hence, London is <sup>the</sup> only place ~~to be~~ deserve to be called a society.

**Title:** London: worthy to be called a society

**Length of Passage:** 423 - 423/3  
= 141

**Length of Precis:** 151



Q-2

Write Answers to these ques-  
-tions.

Q-1: what is experimental  
approach discussed in Passage?

The 'word of mouth' which  
was once experimented Nintendo  
gaming company. In this era of  
technology this traditional marketing  
technique is getting popularity  
and utilized by all companies.



Q-2 what can be inferred  
from walter carl statement

walter carl stated that two  
known companies know that one  
can blend society and economy  
for business adventure. It is  
inferred from this statement that

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that certain tactics can be applied to make advantage in the business

←————→  
Q-3 - what is effect of internet on word of mouth marketing?

Internet has phenomenal impacts on the word of mouth marketing tactic. It ~~can~~ has widened its out-reach to a level that one had not imagined. Now, popular celebrities are paid to endorse products.

←————→  
Q-4: According to Peter Kim, what happened to Microsoft marketing campaign?

In this age of internet, the internet ~~endor~~ users can easily differentiate between right and wrong product. In case of Microsoft, the masses instead of discussing



features of windows vista started  
discussing ethics of word of mouth  
marketing



Q.5

In this age, the challenge for  
marketer is to create a right  
kind of buzz and learn how  
to control this. For example in  
case of microsoft, the whole  
buzz shifted towards ethics  
and morality of accepting gifts  
from companies.



## Q.3 Choose the word similar in meaning

- 1) Burnish : (c) Polish
- 2) Tacit : (c) conformist
- 3) Banal : (b) stale
- 4) Foment : (a) Foment
- 5) Abuse : (b) Lower
- 6) Quell : a) ~~to~~ surrender
- 7) Explicit : (b) Suggested
- 8) Sanction : (b) certify
- 9) Penitent : (a) Apologetic
- 10) Wary : (b) Carefull