

ENGLISH TEST - I

Q.No.2

COMPREHENSION QUESTIONS.

i- What is the experimental approach discussed in the passage?

Ans The passage discuss the experimental approach of word of the mouth marketing. "Word of mouth" refers to endorsement from a friend. It involves promotion of brand by recruiting people for the endorsement of product to their friend and family groups. This approach was once an experimental approach but is becoming more popular specially due the popularity of social media and internet.

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

Ans. Walter Carl mentioned how Amyway and Tipperware has recongnized the benefit of blending social and economic aspect to the advantage of business. He also highlights how internet has a huge impact on endorsement. Internet can magnify the endorsement be it in a good or a bad manner. He suggests that leveraging social media (networks) for marketing has become more powerful in today's time.

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

Ans. The internet has increased the impact of word-of-mouth marketing by allowing information and endorsement to spread more quickly on a large scale. Online platforms makes it easier for people to share their views, experiences and recommendations to the world. However, the marketers need to create and control the right kind of endorsement as negative views ~~are~~ spread just as quickly as positive ones.

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

Ans. Peter Kim, a consultancy at Forrester, points out how Microsoft's marketing campaign for Vista got ignored and failed. Microsoft hired high end influential bloggers by sending them their laptops with new Windows Vista software to get their positive reviews, it turned out sideways as the discussion ignored the software Vista and focused on the morality of accepting gifts and the ethics of word-of-mouth marketing. The campaign ended in bad buzz - negative endorsement.

v. What is the challenge for the marketers?

Ans. Due to the heightened impact of internet and online platforms, it has become a challenge for marketers to create and navigate the positive endorsement because once a bad buzz is created

Teacher's Signature _____

around a product, it is hard to bounce back
So, marketers need to be able to form the right
endorsement and learn to control it down the
line to avoid negative reviews.

Q.No.3.

SYNONYMS

1. Burnish : Polish
2. Tacit : Assumed
3. Banal : c) Fresh
4. Forment : Demote
5. Abase : b) Lower
6. Quell : c) Repress
7. Explicit : (a) Literal
8. Sanction : (a) Prohibit
9. Penitent : b) Unrepentant
10. Wary : c) Rebel

Q.No.2.

PRECIS

TITLE:

LONDON'S SOCIAL TAPESTRY; VALUING EQUALITY AND
MERIT

PRECIS

London is the only city of kingdom that
value individual's personality over his wealth. While
every other city especially Manchester or Liverpool
weigh a person's worth over his material possession.

Date _____

Day _____

giving a character of subservience or arrogance -
London does not have time or inclination to
calculate the wealth or connection of a person
before engaging - The only city, that judge person's
character and wit, the city of equality where one
can be honest and not judged on his ~~wea~~
basis of his wealth.

WORD COUNT

TOTAL : 424

PRECIS : 100 (±5)