

Test #1 M. Suleman Saleem, Roll # 33208

Q1

I do not think ----- independence of spirit.

Precis:

The author's point of view describing a society suits to London only where each person treated according to his value in company. However in other parts of the country the situation may go beyond intellectual or social values which gives the impression of arrogance like in Manchester or Liverpool. Laught and Contradiction is not based on intellect or ideas but money gives a person voice. Man is known by the values, good or bad, he brings to the society. The Society of London makes the status of everyone equal. Whether a parliamentarian or a lord of acres. Every visitor is judged by his expression, manners and understanding not by wealth or status. Their discourse includes views on voting sense. Personal merit is considered in provinces but not in London.

Title:

London; A society based on merit & equality.

Q2 Comprehension:

When it came to everyone he meets.

Q/A.

- (i) Word of mouth marketing is discussed in the passage. Where the companies first tried it as an experiment becomes so popular and effective as still is used widely.
- (ii) A marketing guru, Walter Carl, says one can mix the social and economic to business advantages. However, it will work on both way if the product is good it will reach to the hands of people in no time but if it has flaws it will be degraded soon as well.
- (iii) The effect of internet on word of mouth marketing is that it magnify the things whether good or bad. People can share view about the product and it will reach to everyone within no time.

(iv) According to Peter Kim, the marketing strategy of Microsoft Windows Vista software backfired. As instead of reviewing or discussing the product people (influencers) started discussing morality of accepting gifts and the ethics of word-of-mouth marketing.

(v) The challenge for the marketers is to find out a network of volunteers agents in order to give honest reviews about product and also share those reviews to their peers.

Q3 Choose most similar. —

Answer

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|----|----------|----------------|
| 1 | Burnish | (c) Polish |
| 2 | Tacit | (b) Expressed. |
| 3 | Banal | (b) Stale |
| 4 | Foment | (d) Placate |
| 5 | Abase | (b) Lower. |
| 6 | Quell | (d) Cheer. |
| 7 | Explicit | (d) Affable |
| 8 | Sanction | (a) Prohibit |
| 9 | Penitent | (c) Lively. |
| 10 | Wary | (c) Rebel. |
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