

Q.3  
Q.No.:Synonyms

- (1) Burnish = Dull
- (2) Tacit = Assumed
- (3) Banal = Fresh
- (4) Foment = Upgrade
- (5) Abase = Lower
- (6) Quell =
- (7) Explicit = Affable
- (8) Sanction = Prohibit
- (9) Penitent = Conformist
- (10) Waay =

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### Comprehension

Ans: (1) Word of mouth is the experiential marketing approach discussed in the paragraph.

(2) We can infer from Walter Cast's statement that a friend's advertisement technique is more effective than anything else.

(3) The effect of internet on Word-of-mouth marketing is that internet can magnify advertisement.

(4) According to Peter Kim when Microsoft sent laptops loaded with its new Windows Vista software to influential bloggers in an effort to get them to right about it, resultantly, online discussion focused on 'bad buzz'.

(5) The difficulty for marketers is to create the right kind of buzz and learning to control it because people come to know quickly the flaws of products.

# Precis

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London is the best  
example of equality.

In the view of author that he only finds individuals in London who are known for their work.

In other parts of the Kingdom, individual only carries his intellectual ability. In Manchester or Liverpool everyone is known for his prospects of life.

A parliamentarian and a merchant know their level. A visitor does not judge according to his wealth instead of his behavior. The author likes the country for self love and London is the city of equality where man can express his views without any fear.

88 words of Preci

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