

Misbah Shabbir  
English Precis & Composition (1)  
0301-4506353

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Q:03

- (i) Tarnish
  - (ii) Assumed
  - (iii) Degrade
  - (iv) Upgrade
  - (v) Lower
  - (vi) Compliment
  - (vii) Affable
  - (viii) Certify
  - (ix) Apologetic
  - (x) Rebel
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Q:01

Precis:-

**Title:-** London: A Egalitaria Society  
One of city in the world is that where everyone is treated according to their good or bad manners. The place is London where people is not by his propety and money, because they have not concern with anyone wealth. Moreover, they just prioartize the personal worth because they not valueite the one's home, gifts or his political thoughts. Therefore, the people of this society have freedom of opinion and thoughts, there is no one to criticized (by <sup>x</sup>the others) them. They <sup>were</sup> just prefer to be by yourself rather than with others.



Q: 02

(1) Ans:- The experimental approach in this passage is "word-of-mouth" marketing. When consumers talk about a company's product with whom they have close relationships then they sharing reviews about it.

(2) Ans: Business plays a vital role in shaping the people lives. Because they create goods and services to meet the needs and wants.

(3) Ans:- The internet effects on word-of-mouth marketing is the industry reputation is shaped by the information of the product.

(4) The marketing campaign for Vista was failed because of not the fulfill the

marketing values.

(5) Ans:- The challenge of marketing is that quality of food, perceived values and personal interaction quality because the era of traditional marketing is ended.

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