

Date

English Precise & Composition  
Test 1  
M. Mahroz Adan (001)

Q1: Answer

Precis:

The writer thinks that London is a perfect place to be called society, where everyone is treated according to their position and contribution in the company. While in the other part of the United Kingdom the man carries another personality which makes him unique from everyone. In Manchester or Liverpool everyman is known according to their social connection and motive of life. This gives that man a character.

According to the writer laughter is often based on the wealth rather than banter. It's important to consider whom you contradict. In the big cities like metropolis there's no time for these calculations it's about living in the moment.

The writer says that every man is known according to his behaviour from which he introduced himself. The Parliamentarian starts to feel like a regular person.

The merchants can not sell their products and the rich owner of land does not want to be seen as powerful anymore. They would rather be friendly companions or a dumb personality. It's like the change how people see themselves and others.

When the person enters or leaves the room, it does not matter whether he is rich or poor or where

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Title: Socio

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he comes from the only thing that matter is his behaviour and personality which makes a man - unique. However, in the country side people judge other based on their political power or money. The writer likes country sides if he wants to enjoy his own company but according to him London city is <sup>the</sup> only place of balanced society or where everyone have freedom of speech regardless of their financial status.

Title: Social Equality ; London

### Comprehension

Question no 1:

Answer

The experimental approach discussed in the passage is the marketing approach that is popular now-a-days in this approach marketing companies recruit families and suburban mothers to promote their product as people trust on real time consumers more than the power advertisers.

Question no 2:-

Answer

Walter Carl's statement about business advantage tells us about how marketing companies uses social circles or social life and economics to get advantage in their businesses. The

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companies like Amway and Tupperware know how to get benefit from the blend of social and economic to promote their businesses.

### Question no 3

#### Answer

Word-of-mouth marketing has become sensitive due to the internet. The marketers need to be more careful while marketing through internet as negativity spreads with the same speed as positivity.

### Question no 4:

#### Answer

According to Peter Kim, Microsoft's campaign for Vista has turned out to be controversial as Microsoft sent software to influencers to write positive about it but the people focused on the morality and ethics of word-of-mouth marketing.

### Question no 5

#### Answer

The challenge for marketers is that they have to be more careful while marketing of product because sooner or later consumers will find out the flaws and those flaws spread as fire in the jungle so the marketers must remember to promote the right thing.

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### Question no 3

#### Answers:

- 1) Dull
- 2) Conformist
- 3) Degrade
- 4) Upgrade
- 5) Improve
- 6) Surrender
- 7) Criticism
- 8) Prohibit
- 9) Lively
- 10) Careful

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