

Precis & Comprehension

Test-1

Q#2

Comprehension

Q#1

Experimental approach of advertising is a strategy used to spread information verbally in social circle. It is basically words-of-mouth advertisement.

Q#2

Walter Carl stated that one can use both social and economic dimensions for the advertising campaign. The social dimension includes the spreading of message through friends and relatives. It is an effective and efficient method.

Q # 3

According to words-of-mouth marketing, the message is spread through social circle. Before the invention of internet cannot be exposed. But now in the era of internet the faults of the product became expose instantly to consumer.

Q # 4

In Microsoft marketing campaign the bloggers get laptop with installed software Vista for content writing. People ignore the advantages of software and start discussing the ethics and morality related to microsoft incentives and words-of-mouth marketing

Q # 5

The marketers face the challenge

Such as wide range use of internet. Internet can expose the flaws of products. Secondly, the negative view of consumer in order to ^{have point of} view related to ethics and morality. People ignore the positive side of the product.

Q#3

Words

Synonyms

1- Burnish

dull

2- Tacit

Expressed

3- Banal

Degrade

4- Foment

Upgrade

5- Abase

Lower

6- Quell

Repress

7- Explicit

Literal

8- Sanction

Prohibit

9- Penitent

Lively

10- Wary

Heedless

Q#1

Precis

Unlike other regions of United Kingdom, London is unique. It is London where an individual has worth due to his qualities and capabilities. In other regions an individual is known by one's material possessions. The intellectual and social capabilities have no value in front of them. Materialism made people proud of themselves. Every man is known by good manners and courteousness in London. Thus a landlord can lose his position because of equality in that city. It has no distinction of rich and poor. There is no question that a person is either having own car or using public vehicle. In the country side, people entertain and impress

others with money which author liked the most. According to author if one wants to live life with freedom and equality then London is the suitable place for one's living.

Title: London: the Place of Equality and Freedom

Total Words: 425

Required Words: 142

Words in Summary: 143