

# TEST SERIES CSS 2024 EXAMS

16 Jan.

ID: 33209

## PRECIS & COMPOSITION

Q#03

### SYNONYMS.

1. Burnish → Polish
2. Tacit → Assumed
3. Banal → Degraded
4. Foment → Provoke
5. Abase → Lower
6. Quell → Surrender
7. Explicit → Literal
8. Sanction → Prohibit
9. Penitent → Apologetic
10. Wary → Careful

Q#2

### READ PASSAGE & ANSWER QUESTIONS.

1. Experimental approach used in passage?

- The experiment approach of marketing which is used in passage is ~~about~~ word-of-mouth marketing which is

based on the reviews and suggestions regarding a product. Marketing companies advertise their products through influencers who recommend products in their social circles for the development of businesses.

2. What can we infer from Walter's statement?

From the statement of Walter, it can be analyzed that with the advent of the internet, marketing companies can increase their profit generation, because the <sup>effective</sup> use of internet <sup>while keeping in mind</sup> social and economic perspectives of business marketing, could skyrocket profit.

3. What is the effect of the internet on word-of-mouth marketing?

The internet is <sup>actively</sup> affecting business marketing strategies, because through the use of influencers, reviews and recommendations of products could spread to more people.

4. According to Peter Kim, what happened to Microsoft's marketing campaign?

According to Peter Kim, giving the wrong

Call about products could be challenging. Because, Microsoft sent laptops, but without any clear message of software promotion to influencers who took it wrong way. Consequently, rather focusing on software's features they focused on kind act of gift giving.

#### 5. Challenges for the marketers?

According to the passage, the biggest challenge for marketers is to initiate a clear cut message about promotion of products and to know how to curtail its negative perspectives. For effective product development, marketers must focus on the clarity of marketing message.

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## PRECIS

### SUITABLE TITLE & PRECIS.

London is the only place in the United Kingdom which is worth calling a society, because in London people in public are valued and treated depending upon their intellectual level and unique personal characteristics. While, in other provinces, the size of people's pockets decide how to treat a person, which give them character certificate of being dominant or submissive accordingly. In other words, a person's wealth decides their treatment.

However, the only thing which a man could carry with them in a company is his intellect, <sup>tolerance level</sup> and morality which should be worth counting rather than a person's wealth and abode. Therefore, in the UK, London is the only place which gives a person freedom of expression without a risk of being judged.

### Title:

“Disparity in individuals' treatment  
in the UK”