

## Precis and Composition Test - 1

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01 - CSS24 - NoA ISB - 1

LMS ID = 33186

### Q-3

- 1- (C) Polish ✓
- 2- (C) Conformist ✗
- 3- (b) Stale ✓
- 4- (a) provoke ✓
- 5- (b) Lower ✓
- 6- (a) Surrender ✗
- 7- (a) Literal ✓
- 8- (a) Prohibit ✗
- 9- (a) Apologetic ✓
- 10- (b) Careful ✓

7/10

### Q-2

(1)

The experimental approach that is discussed in the passage is a mode of marketing known as "word-of-mouth" marketing. Nintendo, Nestle, Sony and Philips have applied

3/4 this approach to promote their products.

This approach is becoming popular among more and more businesses.

(2)

0/4

From the Walter Carl's statement, we can infer that "word of mouth" marketing strategy combines social and economic aspects for business advantage.

X

He also explains that internet magnifies the impact of endorsements so, the negative views spread as fast as the positive ones. Hence, its a challenge for marketers to create right kind of buzz.

(3)

4/4

Internet magnifies the impact of Word-of-mouth marketing, as the buzz spreads quickly. Negative views spread as quickly as positive view so, it is important to create right kind of buzz around a product for its success.

(4)

2/4

According to Peter Kim, the Microsoft's marketing campaign for Vista could not become very successful due to bad buzz being attached to it. Microsoft sent laptops loaded with new Windows Vista to influential blogger to promote it but

the online ~~was~~ discussion ignored Vista and focused on ethical debate on word-of-mouth marketing and accepting gifts.

(5)

The challenge for marketers is to generate right kind of buzz around the product and avoid negative buzz in order to make the campaign successful. This is very challenging as negative reviews can spread very fast on the internet and can sabotage the credibility of the product.

Q-1

Title: London as an equal society 2/5

4/15

Writer thinks no other place except London deserves the name society as London is the only place where a man is treated according to his value to the society instead of his value. In other parts of Kingdom like Manchester and Liverpool people are treated according to the worth of their money and land, not according to the level of their intellect. Titles are valued more than the character. London is different in this aspect, as everyone is judged by the quality of his character and value he brings to the society. A member of parliament, a merchant, a land propertier all are valued based on the kind of impression they make with their company. On the other hand, in the country, people get importance in proportion to the size of their pockets. London is the only place for equal society where everyone has freedom of expression ~~untes~~ without any judgement unless one doesn't try to impress others with money. (150 words)