

Q.No. 1

X According to the author, London is the only place that have true essence of equal society. He has X

X given reasons by saying that here X companies acknowledge individual

only on the value he brings to them. In the every other part one has the personality that replaces the intellectual and social sense, one X

laughs not to the others sense of humour but the amount of wealth he holds. In order to have

difference of opinion one must have to consider to whom is one contradicting not what.

To speak one need money and to be heard needs acres. But ~~to~~ 0/20

X make good impression in the company when is judged on the merit of good impression and understanding level. While, in

the country, one's wealth decides the way one wants to be treated.

At the end, the author express his likeness to country only if he want to ~~the~~ mind his own business. London have sense of equality - as one can say anything by pretending his worth through his wallet. (156 words)

Title : ~~London: a society~~
London : an equal society.

Q. No. 3

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|-----|----------|---|-------------|---|
| 1. | Burnish | — | Tarnish | x |
| 2. | Tacit | — | Conformist | x |
| 3. | Banal | — | Provocative | x |
| 4. | Foment | — | Placate | x |
| 5. | Abase | — | Improve | x |
| 6. | Quell | — | compliment | x |
| 7. | Explicit | — | Affable | x |
| 8. | Sanction | — | Prohibit | x |
| 9. | Penitent | — | Apologetic | ✓ |
| 10. | Wary | — | Spur. | x |
- 1/10

Q. 2

(1)

1/4 An experimental approach that is discussed in the passage is "word-of-mouth". In this approach, marketers recruit people that tell friends about the product and people start buying that product. As nothing is not acceptable than the words of friend.

(2)

X Walter Carl, an economic guru once said, "... you can blend the social and economic to business advantage." This statement means one should use ~~its~~ ones social worth to build ~~ones~~ economic power. For example, instead of investing money on marketing one should tell about his ~~soer~~ product to ones social circle.

(3)

Internet has worst effect on "word-of-mouth" marketing as negative views spread as quickly as positive ones. Internet magnify the effects as well as it access large audience in short period of time.

(4)

According to Peter Kim, when Microsoft send its laptop to bloggers to write about it they write more about the morality of accepting gifts and ethics of "word-of-mouth marketing" instead of discussion about Vista.

(5)

The main challenge marketers facing is creating a right kind of buzz and learning to control it.