

(Question no. 1)

— Precise —

I do not think there is
 Independence of spirit

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× Importance of wealth in London

London is not a perfect society for residents of it. Every person is treated differently as per his wealth. People play dual character for becoming a perfect match for society. Only rich people are given honour in institutions. They can enjoy social life. One cannot critique a person unless he has money equal to one's. Conspiracies are unchecked norms of society. For personal growth, people flatter those already in power. When a person enters the land, he is judged by his expressions not by compassion. The wealthiest residents of country are given special protocols. The voters are also recognised during elections. There is no place for personality growth of masses in society. Visitors may

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enjoy visiting the country on self-attraction.
 However, a good aspect of London is
 that people enjoy freedom of expression
 but for that they must possess handsome
 money in pocket.

No. of words in prevus = 153/488

Question # 2

(Question 1)

What is the experimental approach
 discussed in passage?

In the passage, the "word of the
 mouth" marketing technique is discussed.

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In which, people in their circle of
 friends discuss about the goodness of
 a products and increase its sale

Q.2: What can you infer from
 Walter Carl's Statement?

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Integrating social and economic
 factors in business marketing is a
 good marketing approach. However,
 advertisement through internet adds to
 its benefits.

Date: _____
(Question no. 3)

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

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Internet increases benefits of word-of-mouth marketing. However, bad information can spread as quickly as of good information which can create difficulty for marketers.

(Question no. 4)

According to Peter Kim, what happened to Microsoft's marketing Campaign for Vista?

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According to him, when Microsoft made new window and sent a laptop to influencers for writing blogs on it, they created bad buzz i.e. rather than talking on new window, started discussion on legitimacy of marketing.

(Question no. 5)

What is the challenge for the marketers?

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The challenge for the marketers is to control bad information. It spreads as quickly as of a right information. The spread of wrong information is also

a hurdle in the way of 'word of the month' marketing.

— Question No. 3 —

Words Similar in meaning:

Burnish: Tarnish ✗

Tacit: Conformist ✗

Banal: stale ✓

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Foment: Provoke ✓

ABASE: Lower ✓

Quell: Repress ✓

Explicit: literal ✓

Sanction: Prohibit ✗

Wary: Careful ✓

penitent: Apologetic ✓