

Day / Date

Title: London — an egalitarian society 2/5

Q1)

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The writer sarcastically says that London should not be called a society because it is the only place where people are treated according to their manners. In other parts of the country, people are treated according to their wealth and connections. The status of a man is considered ^{when} deciding whether he should be contradicted or not. Where as in London, such materialistic qualities are discarded. People are treated according to their manners and contributions to the society. Even a parliamentarian is treated no differently than a common person. Here, wealth of a person does not influence how he/she is treated. However, in the rest of the country, a person's wealth, connections, and privileges impact the impression they create on others. This is why the writer prefers to live in London, as one can openly express their opinions with the fear of being disrespected.

Words: 155

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Q2 1) The experimental approach discussed in the passage refers to the 'word-of-mouth' marketing. This strategy encompasses giving free products to influencers and people in general so that they can try the

Maxim.....

Products themselves and share their experience with others.

2) The statement of Walter Carl suggest that that using social elements ~~is~~ can be fruitful for businesses. He also

1/4 2) The statement of Walter Carl suggests that combining social and economic elements can be very fruitful for the business. The statement reflects that people are more likely to use products on the recommendations of their friends or family, rather than than blindly listening to an advert. So investing in such strategies, by providing free products to test, can have positive impact on the business.

3/4 3) Internet can enhance the effect of word-of-mouth marketing. This means the positive aspects of a product as well as its negative aspects can spread really quickly. Hence, if there is a flawed product in the market, it will be identified ~~at~~ quickly.

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4) According to Peter Kim, Microsoft's marketing campaign for Vista turned out to be a blunder. Microsoft sent free laptops with Vista software to influencers, but these influencers were questioned by the viewers about their morality. The credibility of word-of-mouth marketing strategy was also criticized.

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5) The challenge for marketers is how their product will be perceived by the people. Mouth-to-mouth word-to-mouth marketing is a double edged sword. It can be used to produce fruitful results, or negative ones. So the challenge for marketers is to utilize this marketing strategy to create a alluring image of their product which that can attract consumers.

Q3

- 1) A X
- 2) A ✓
- 3) D X
- 4) A ✓
- 5) B ✓
- 6) C ✓
- 7) A ✓

- 8) A X
- 9) A, ✓
- 10) B, ✓

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