

Q 1 : Preci of the Given Passage ...

Title :

× Meritocracy Versus Prejudice : Why London is Different from Other Cities

Preci :

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The only city that deserves to be called a society is London. This is because it treats individuals according to the value they bring in a company. Contradictly, in other cities of the United Kingdom, men are treated based upon their pre-conceived stature, mostly decided by material possessions. However, metropolis do not have time or tendency to conduct such pre-calculations. In fact, the actual worth of a man depends on the wits and manners he directs at society. This entails his adjudication based upon his morals. In fact, it should be the sole criteria of interaction between a man and a company. Yet, in the countryside, he is judged by his material wealth defying meritocracy. This justifies London being the only city professing the attributes of a society where the criteria of a man's worth is his talent and independence of spirits.

(Word Count : 143)

(i) What kind of experimental?

Marketing approach named "Word-of-mouth" is the experimental approach being discussed. It refers to a marketing strategy that involves the promotion of a product in peer-groups. For example, when a friend uses a product and he refers it to ~~his~~ another friend, ~~this is what~~ "word-of-mouth" approach is being used.

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(ii) Walter Carl ?

Walter Carl talks about the blending of social aspects with economic goals. He ^{also} suggests the prospects of using this approach in marketing as he thinks that the ~~process~~ ^{internet} will magnify the process. This implies that both the goodness or badness of the product that is marketed will be ~~double~~ clear to everyone.

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(iii) Effect of Internet?

Internet has the ability to magnify the impacts of "word-of-mouth" marketing. This is because of the presence of social media influencers. Companies can give them rewards in return of

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the promotions they will conduct for them. In this way, the Internet will increase the impacts of this marketing approach.

(iv) What happened to Microsoft?

When Microsoft tried to use word-of-mouth marketing technique, the focus shifted away from the actual product. The company was promoting its product Vista and so it sent ~~these~~ those products to influencers for promotion. However,

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instead of focusing on Vista, public started discussing the ethics of marketing technique they used. According to Peter Kim, this caused a "bad buzz."

(v) Challenge for marketers?

Difficulty for marketers using word-of-mouth techniques is that they need to create the right type of hype for a product. As the technique is based on fast-spreading and transparent opinions, both the bad and good qualities are at risks of spreading as much as good qualities. In this way, marketers face challenges in promoting the products right way.

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3. WORDS

Burnish	:	DULL	×
Tacit	:	CONFORMIST	×
BANAL	:	STALE	✓
FOMENT	:	PLACATE	×
ABASE	:	LOWER	✓
QUELL	:	SURRENDER	×
EXPLICIT	:	LITERAL	✓
SANCTION	:	CERTIFY	✓
PENITENT	:	APOLOGETIC	✓
WARY	:	HEEDLESS	×

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