

Q No-1

Title: 0/5 London: A perfect example of society

London stands to the test of society. Here, only individual's value in company how he is treated. However, this aspect is missing in Manchester and Liverpool. Factors like connections and prospects in life are taken into account for mutual intercourse.

1/15

In reality, society expects intellectual and social character from an individual. Nothing should be expected from an individual other than these characters as a member of society. When it comes to London, these characteristics are manifested in different forms like honest public opinion and freedom of speech.

Total words: 360

Words of Precis: 110

## Q NO-3

① Burnish

(a) Turnish ×

② Tacit

(b) ~~Expressed~~ Assumed ✓

③ Banal

(b) Stale ✓

④ Foment

(a) Provoke ✓

⑤ Abase

(b) Lower ✓

⑥ Quell

7/10

(c) Repress ✓

⑦ Explicit

(a) Literal ✓

⑧ Sanction

(a) Prohibit ×

⑨ Penitent

(d) Conformist ×

⑩ Wary

(b) Careful ✓

Q No-2

## Comprehension

Q No-2

### Experimental Approach

It was a marketing approach in the past. Traditionally, people advertised their products through this approach. This approach helped them to promote their products. Many companies like Nestle, Sony and Philips have adopted this approach now.

Q No-2

### Inference from Walter Carl's statement

It can be inferred from the statement that an economic venture can be taken with the help of members from society. The help from society for advertising leads to business advantage or benefit.

Q No 3

The effect of the internet on word-of-mouth marketing

2/4

The internet has great effect on word-of-mouth marketing. The internet magnifies it. The reason is that it is already advertised through member of society that could be a friend.

Q No 4

Outcome of Vista campaign

3/4

Vista marketing campaign ended in failure. The reason is that the influential bloggers who were sent Vista software ignored Vista. They gave importance to the morality of accepting gifts.

Q No 5

The challenge for marketers

The greatest challenge for marketers is magnifying effect of the internet. Both

negative and positive views  
spread quickly on it. So,  
they are trying to have  
control on it.