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QUESTION #02

(1)

1/4 Answer: The experimental approach discussed in the passage is of "word-of-mouth" marketing. This method was initially used as an experiment to examine its effectiveness. With the passage of time, "word-of-mouth" became a fad, and an effective marketing tool.

(2)

1/4 Answer: This can be inferred from Walter Card's statement that a business can utilize social and economic factors for its growth. The emphasis here is on social factors, referring to potential business advantages that can come from accurate "word-of-mouth" marketing.

(3).

Answer: According to Walter Casul, internet magnifies the endorsements of 'word-of-mouth' marketing. This amplification of endorsement is applicable to right or accurate buzz, as well as the bad buzz. He considered the internet as a challenge for marketers to create and control the right buzz.

1/4

(4).

Answer: According to Peter Kim, Microsoft's marketing campaign for Vista resulted into a 'bad buzz'. When Microsoft launched their new software 'Vista', they sent laptops to influential bloggers for 'word-of-mouth' marketing of Vista. However, the resultant 'bad buzz' on the internet raised concerns on the morality of accepting gifts for marketing.

3/4

(5). Answer: According to the passage, the challenge for marketers is to create the right kind of buzz and learning to control bad buzz. Word-of-mouth marketing has both positive and negative implications. Owing to internet,

✓

both kinds of buzz spread rapidly. It is therefore a challenge for marketers to create favorable buzz.

QUESTION #03

- (1). (b) Dull X
- (2). (a) assumed ✓
- (3). (d) degrade X
- (4). (d) placate X
- (5). (a) boost X
- (6). (c) repress ✓
- (7). (a) literad ✓
- (8). (a) pschibit X
- (9). (a) apologetic ✓
- (10). (a) heedless X

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Precis

Title: Equal social rights in London ^{2/5}

There are no societal divisions required in London. In London, individuals are only treated by their value, rather than their status. This style of treatment in London contrasts with treatment patterns in other parts of the UK. In every other part of the UK, people are treated based on their property or financial status. Wealth is the only social symbol that determines adult affairs of an individual. In contrast, there is no time for these materialistic calculations in London. People are treated based on their manners. All individuals, including a parliamentarian, a merchant, or a proprietor, possess equal rights. However, in other parts of the UK, the connections are solely made on a selfish approach. London is the only place where people have equal rights with complete freedom of expression.

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(133 words)