

Name : Aiman Mumtaz

Roll no: 7827

Total M 33/50

Question no 3

1. Burnish : (c) Polish ✓
2. Tacit : (a) Assumed ✓
3. Banal : (b) Stale ✓
4. Foment : (c) Upgrade
5. Abase : (b) lower ✓ 7/10
6. Quell : (a) Surrender ✗
7. Explicit : (d) Affable ✗
8. Sanction : (d) Praise ✗
9. Penitent : (a) apologetic ✓
10. Wary : (b) Careful ✓

Question no 2Comprehension

Q1: What is the experimental approach discussed in the topic?

ANS: The experimental approach discussed in the topic / passage is word of mouth watering, where companies like Nintendo, Nestle, Sony, and engage individuals, such as suburban mothers, to spread positive endorse

ment about their products among friends and create buzz.

Qno2: What can we infer from Walter Carl's statement?

3/4 **Ans:** From Walter Carl's statement, we can infer that blending social and economic aspects for business advantage, as demonstrated by Amway and Tupperware, is a recognized strategy. The internet now amplifies the impact of such endorsements.

Qno3: What is the effect of internet on word-of-mouth marketing?

4/4 **Ans:** The internet magnifies the effect of word of mouth marketing, as mentioned in the passage. It allows information to spread quickly, both positive and negative, influencing the success of marketing campaigns.

Qno4:

2/4 **Ans:** According to Peter Kim, Microsoft's marketing campaign for Vista faced challenges. When influential bloggers received laptops loaded with Window Vista software, the online discussion focused more on the morality of accepting gifts and the ethics

of word of mouth marketing rather than the intended product promotion.

Qno5:

ANS: The challenge of marketers, as mentioned in the passage, is creating the right kind of buzz and learning to control it. Negative views can spread as quickly as positive ones, and with the internet's influence, flaws in a product can be exposed rapidly. Marketers need to navigate these dynamics to ensure successful word-of-mouth marketing.

Question no 2

Precis

4/5

Social Equality in London

The author argues that true society exists solely with the metropolis in London. Unlike other parts of the kingdom, where societal value is often determined by wealth, connection and prospects. London stands out for treating individuals based on the intrinsic qualities. In the city one's reception depends on sense and good manners rather

6/15

than financial standing. The author highlights the absence of remote calculations about a person's wealth when entering or leaving the room in London, contrasting this with the provincial focus on political influence and economic power. The author like the country to enjoy his own company, London is only place where man can express right opinion without the fear of criticism unless he first put purse on the table to back his independence of spirit.

Words in passage approx: 392

Words in precis: 127 words