

Total M 17/50

①

Day M T W T F S

16-1-2024

Q.No.3

Answers:

- |      |            |   |
|------|------------|---|
| 1 -  | polish     | ✓ |
| 2 -  | Assumed    | ✓ |
| 3 -  | Degrade    | × |
| 4 -  | provoke    | ✓ |
| 5 -  | Lower      | ✓ |
| 6 -  | Surrender  | × |
| 7 -  | Suggested  | × |
| 8 -  | prohibit   | × |
| 9 -  | Apologetic | ✓ |
| 10 - | Heedless   | × |

5/10

~~Q.No.1~~

Q.No.1Answer:

The Author argues that London is a place where individuals are treating on their intellectual and social qualities not on the base of wealth and status. Other parts of country influence social status. The Author emphasizes that London provides an environment where personal merit and good manners determine one person place in society.

2/15

Title:

Social equality in London

1/5

Q.No.2Answer:

1- The experiential approach discussed in the passage is "word of mouth" where companies <sup>like</sup> Nintendo, Nestle, Philips recruit individuals such as suburban mothers to spread positive message about their products among family and friends.

1/4

2/4 2- we can infer from Walter's  
✓ statement that Amway and Tupperware  
have successfully used social and economic  
aspects for business advantage. The internet  
also has positive effect in this  
marketing approach.

2/4 ✓ 3- The internet magnifies the effect  
of word of mouth marketing allowing  
endorsements from friends to have a  
broader reach and impact.

3/4 5- The challenges for marketers is  
creating the right kind of buzz and  
control it because negative can spread  
as fast as positive ones, so need to  
be careful when dealing with flaws  
in a product.

1/4 4- when Microsoft sent laptops to  
bloggers for marketing the resulting  
online discussion focused more on  
the morality of accepting gifts  
rather than on the product.