

1/5 Title: London Society ^x Vs as compared to country
The writer, in the above passage, describes compares society of London with other societies.

The society of London does not ~~rate~~ value a person ~~&~~ on the basis of his financial resources. Rather it measures a person

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is valued according to the good wit, sensibility and understanding. While other societies, outside London, value people according to their quantitative wealth only, discarding their intellectual and social worth. Writer further wishes - that he would live in country if he wanted to spend his time on his own but he would prefer London if he wanted a good company because they do not value & accept a good opinion without counting how much wealth the person has has.
(Original = 423). (106 words)

Comprehension

Q. 1.

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Experimental approach is the "word of mouth" marketing strategy which Nintendo initiated to spread market its new-video console, Wii, in America.

This was a new marketing strategy as compared to older strategies which ~~we~~ have become ineffective now.

Q. 2.

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According to Walter Carl's statement, that word of mouth marketing strategy can be very effective with use of internet to create the required buzz.

× However, the negative buzz might also be created if product has flaws. Therefore, marketers need to be very cautious what impression they make.

Q. 3

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Internet can spread positive and negative buzz quickly. Therefore, a flawed product can get bad publicity in no time.

Q. 4

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According to the Peter Kim, Microsoft's Marketing Campaign resulted in bad publicity as the bloggers shifted their discussion to other directions rather than talking about the actual product.

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X Q. 5, The challenge is for the marketers is to shift from the traditional to the new strategy such as word of mouth.

SYNONYMS

- | | | | |
|-----|----------|------------------|---|
| 1. | BURNISH | = b. DULL | × |
| 2. | TACIT | = b. EXPRESSED | × |
| 3. | BANAL | = a. PROVOCATIVE | × |
| 4. | FORMENT | = d. PLACATE | × |
| 5. | ABASE | = b. LOWER | ✓ |
| 6. | QUELL | = c. REPRESS | ✓ |
| 7. | EXPLICIT | = a. LITERAL | ✓ |
| 8. | SANCTION | = a. PROHIBIT | × |
| 9. | PENITENT | = a. APOLOGETIC | ✓ |
| 10. | WARY | = d. SPUR | × |