

Question No: 1

Make a precis of following passage and suggest suitable title.

0/15 London is the only place to be called a society due to the following reasons. Firstly, it is the only place where individuals are valued according to their intellect. Here people neither have energy nor the intentions to judge each other on the basis of materialism. Secondly, despite a person is a parliamentarian or an ordinary merchant, is treated irrespective of his social status. For example, when one enters into a room, it is not inquired about one's wealth, but manners. In London, to get unmatched respect, one should have good manners and the quality of understanding. On the contrast, in rest of the kingdom, people are entertained on the basis of their material wealth rather

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intellectual capabilities. For example, in Manchester and Liverpool, a man is respected on the basis of money he owns. A person is treated with arrogance or superiority depends upon condition of his pocket. However, in London a person can express his opinion even if he holds no wealth without fear of get

insulted. Hence, London is the only place to be deserve to be called a society.

Title: London: worthy to be called a society

Length of Passage: $423 - 423/3 = 141$

Length of Precis: 151

Q-2

Write Answers to these ques-
-tions.

Q-1: what is experimental
approach discussed in Passage?

1/4 The 'word of mouth' which
was once experimented Nintendo
gaming company. In this era of
technology this traditional marketing
technique is getting popularity
and utilized by all companies.



Q-2 what can be inferred
from walter carl statement

0/4 walter carl stated that two
known companies know that one
can blend society and economy
for business adventure. It is
inferred from this statement that

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that certain tactics can be applied to make advantage in the business

↔
Q-3 - what is effect of internet on word of mouth marketing?

Internet has phenomenal impacts on the word of mouth marketing tactic. It has ~~can~~ widened its out-reach to a level that one had not imagined. Now, popular celebrities are paid to endorse products.

1/4

↔
Q-4: According to Peter Kim, what happened to Microsoft marketing campaign?

In this age of internet, the internet endor users can easily differentiate between right and wrong product. In case of Microsoft, the masses instead of discussing

0/4

features of windows vista started
discussing ethics of word of mouth
marketing



Q.5

In this age, the challenge for
marketer is to create a right
kind of buzz and learn how
2/4 to control this. For example in
case of microsoft, the whole
buzz shifted towards ethics
and morality of accepting gifts
from companies.



Q.3 Choose the word similar in meaning

- 1) Burnish : (c) Polish ✓
- 2 Tacit : (c) conformist ✗
- 3 Banal : (b) stale ✓
- 4 Foment : (a) Foment ✗
- 5 Abuse : (b) Laver ✓ 6/10
- 6 Quell : a) ~~to~~ surrender ✗
- 7 Explicit : (b) Suggested ✗
- 8 Sanction : (b) certify ✓
- 9 Penitent : (a) Apologetic ✓
- 10 Wary : (b) Carefull ✓