

## Question #01

1/1/20

## London's Equal Society Concept 0/5

Society in London is more worthy as compare to other parts of the kingdom. London is the location where individual in the firm is regarded only on the basis of his values. On the other hand, in Manchester and Liverpool people are accounted on the basis of their wealth and land. The wealth is considered more important as compare to one's honour. Contrarily, good behaviour and intelligence of a man is what a society needed, because everything diminishes either it is status or business. So, it is not essential that where a man lies in term of wealth but in terms of good manners. And this is the parametre on which company categorized a person and London is the society where people placed in equal society.

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Precis Word Count: 127

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# Question #02

## COMPREHENSION

(1)

What is the experimental approach discussed in the passage?

Answer

Experimental marketing approach has discussed in the passage. It is the form of advertisement or endorsement but as the name depicts, 'experimental' so live experiment, or interactive session with customers has been done in experimental approach. The traditional advertising is declining, and experimental marketing approach is becoming popular.

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(2)

What can we infer from Walter Carl's statement?

Answer

"AmWay and Tupperware know you can

1/4

blend the social and economic to business advantage, this stated by the Walter Carl. It suggests that Amway and Tupperware are the companies who use word of mouth marketing. Mouth marketing is basically a tactic used to generate natural discussions about a product or company, and if it discussion is from a friend, it become more effective.

(3)

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

Answer.

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The effect of the internet on the word of mouth marketing can be both positive and negative. Positive, in the way that it magnifies and clears the endorsement, and negative aspect is that it can also visualises the flaws of the product or company. In this way, internet has both kind of impacts.

(4)

According to Peter Kim, what happened to Microsoft's marketing campaign for Vista?

Answer

4/4 According to Peter Kim, the Microsoft marketing campaign for Vista failed. Because, when laptops sent to the bloggers to write about Vista, they ignored this important point and created the bad buzz. So, in this way the Microsoft's marketing campaign for Vista failed.

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(5)

What is the challenge for the marketers?

Answer

3/4 The challenge for the marketers is to spread the positive aspects and good buzz, but along with positive, the negative aspects also magnified and created bad buzz. And it became challenge to control it for the marketers.

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## Question #03

Similar Word Means:

Burnish                  Polish      ✓

Tacit                      Expressed      ✗

Banal                      Stale          ✓

Foment                   Placate        ✗

Abase                      Lower        ✓

5/10 Quell                      Compliment      ✗

Explicit                      Literal        ✓

Sanction                      Prohibit      ✗

Penitent                      Unrepentant      ✗

Wary                          Careful        ✓