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Total M 14/50

Test # 01 Precis & Composition

Q No 1:- Make a precis of the following passage; also suggest a suitable title.

Title: Man's Wit and Manners: Merits of True Society

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London is true society because in London each individual is recognized by his intellect. Contrary; on the other part of region man is recognized by his wealth, land and connections, and he become arrogant by having wealthy materials. In cities there is no time for such measures. However, man's good manners and intellect are the quantities on which he is dependent. The nature of man is acknowledged even though a man become a member of parliament or a great proprietor. Similarly, when a man go for company job, he would not be judged by wealthy materials but by his expression, intellect and comprehension. Hence, London is a true place

2/15

For equality where there is freedom of
Speech ~~rather~~ ~~than~~ ~~there~~ ~~are~~ ~~two~~
to purchase his/his independent
Speech

press words = 126
Total words = 420

Q No 2: Read the passage carefully
and answer the questions
that follow.

Q 1: What is the experimental
approach discussed in the
passage?

The experimental marketing approach
is discussed in the passage. The
experimental marketing approach is
used to promote new items in the
market. And for this purpose persons
are ~~used~~ because endorsement from
persons about product/item has
more weightage. Hence, experimental
marketing approach is discussed
for good affects.

0/4

Q No 2: What can we infer from
Walter Carl's statement?

we can infer from Walter Carl's
statement that man can use
both the social and economic
means for his business advantage.
"Social means" ~~means~~ ~~means~~ ~~means~~
people having certain capabilities for
his business benefit. And economic
ways means spent money or invest

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most for business advantage. So, Walter
Carl's statement is about the usage
of both social and economic ways
for business advantage.

Q No 3: What is the effect of
the internet on word-of-mouth
marketing?

The internet's effect on word-of-mouth
marketing is that ^{is more} it magnifies it.
In this way customer is focused on the
morality of accepting gift rather than
rejecting it. Hence, internet magnified
the effect of word-of-mouth
marketing.

Q No 4: According to Peter Kim,
what happened to Microsoft's
marketing campaign for Vista?

According to Peter Kim, when
Microsoft sent Vista software to
influential bloggers, then the online
discussion is ignored by Vista. and it is
more focused on the morality of
accepting gifts and the ethics of
word-of-mouth marketing.

Q No 5:- What is the challenge for
the marketers?

The challenge for the marketers is
to create the right kind of buzz
and learning to control it. The problem
for marketers is that the negative
reviews spread just as quickly as

positive ones, and if product has flaws,
if people will soon find out.

Q3. Choose the word that is most
similar in meaning to the
capitalized word.

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|--------------|---|------------|---|
| 1 - BURNISH | - | Tarnish | × |
| 2 - TACIT | - | Assumed | ✓ |
| 3 - BANAL | - | Stale | ✓ |
| 4 - FOMENT | - | Provoke | ✓ |
| 5 - ABASE | - | Lower | ✓ |
| 6 - QUELL | - | Repress | ✓ |
| 7 - EXPLICIT | - | Literal | ✓ |
| 8 - SANCTION | - | Certify | ✓ |
| 9 - PENITENT | - | Apologetic | ✓ |
| 10 - WARY | - | Spur | × |

8/10