

Q1: The unique case of London Society 0/5

2/15

London has a very peculiar society. Everyone carries a dual identity. In the metropolis, an individual is characterized by his value addition to the organization. While in the countryside, the means he poses declares his character. A rich man is a funny man and his every word carries weight. The dynamics are different in London. A person is judged by his manners in any particular social setting. Despite their background, everyone is treated the same way. A person can only make a difference on the basis of his intellect, societal contribution or personality traits. The writer believes country to be a place where wealth decides one's social circle. However London, as an equal society, provides freedom of expression to everyone.

Q2: Read the passage and answer the following.

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

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The experimental approach discussed is the "word of mouth" marketing where a segment of target market is chosen to advertise the product in their social circle. For example, an American firm, Nintendo hired suburban mothers to promote

2): their new family oriented video game



2): What can we infer from Walter Carl's statement?

1/4

According to Walter Carl, the organizations like Amway and Tupperware know how to derive business advantage from a mixture of social setting and economic point of view - In short word of mouth (social) regarding an economical product can lead to profit maximization



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

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The internet can intensify the word of mouth marketing either in a good way or negatively. With better reach of internet, if a product has flaws, people will leave negative review and vice versa.



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

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Microsoft's marketing campaign for Vista backfired when the laptops sent to influencers to review the Vista software by Microsoft was criticized by masses. People questioned the moral and ethical dilemma of word of mouth marketing in accepting gifts from companies.



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5) What is the challenge for marketers?
Despite easing the marketing process, internet poses a huge challenge for marketers. Creating the right buzz and learning how to control it is a challenging task for marketers - like in case of Vista, negative views can spread just as fast as positive buzz.



Q3 : Synonyms :

- | | | |
|--------------|------|-----------------|
| 1 - Burnish | | b) Dull X |
| 2 - Tacit | | a) Assumed ✓ |
| 3 - Banal | | b) Stale ✓ |
| 4 - Foment | | a) Provoke ✓ |
| 5 - Abase | | d) Improve X |
| 6 - Quell | 6/10 | b) Compliment X |
| 7 - Explicit | | a) Literal ✓ |
| 8 - Sanction | | a) Prohibit X |
| 9 - Penitent | | a) Apologetic ✓ |
| 10 - Wary | | b) Careful ✓ |

