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SIMILAR

| | | |
|----|------------|------------------|
| 1 | Garrulous | Concomitant |
| 2 | Inexorable | Inevitable |
| 3 | Obstrepous | Timid |
| 4 | Contort | Unbroken |
| 5 | Demure | Shy |
| 6 | Embodism | Disenthrall |
| 7 | Harangue | Reign |
| 8 | Impassive | Apathic Spahetic |
| 9 | Labyrinth | Confirmed |
| 10 | Extol | Admire |

Antonyms

| | | |
|----|---------------|------------|
| 1 | Transgression | Clot |
| 2 | Enervate | Exhaust |
| 3 | flout | Improve |
| 4 | Coagulate | Mend |
| 5 | Daunt | depressing |
| 6 | Bolster | massive |
| 7 | Amalgamate | Separate |
| 8 | Propitious | hopeless |
| 9 | Prodigious | Small |
| 10 | Intimidate | Encourage |

Q4 Correction

1 Neither of the two sisters are coming to the party.

Neither of the two ~~sisters~~ sisters is coming to the party.

2 I have seen him yesterday at the market.

I saw him yesterday at the market.

3 She has completed more subjects projects than anyone in her team has or can complete.

She has completed more projects than anyone in her team has or could complete.

4 The news are too good to be true.

The news is good to be true.

5 The scenarios of Kashmir are breathtakingly beautiful.

The scenery of Kashmir is breathtakingly Beautiful.

Q5 Prepositions (5)

- 1) Don't take revenge **of** these slight injuries.
- 2) He distributed money **among** the poor.
- 3) Success consists **of** determination.
- 4) His words do not correspond **with to** his actions.
- 5) I was disappointed **in** ~~gkrom's insincerely.~~
- 6) The teacher impressed us the need for hard work
- 7) Bureaucrats consider themselves responsible **none**
- 8) I shall pass your message when he gets free.

Q6 PAIR OF Words (5)

- 1) Yoke : He tied his horse to the yoke.
Yolk : Egg yolk is full of proteins.

2 Pour: Kindly, pour the tea in the cup from Kettle.

Pore: The sponge has multiple pores of some size.

3 Casual: He behaved casually in the meeting of CEOs.

Causal: The Karma is the causal of her good doings.

4 Setup: The setup of the stage for meeting was admirable.

Set upon: We must set upon to the unfortunate white ~~to~~ remaining optimistic.

5 Restless: On hearing the news of result, they all got restless.

Restive: His Restive behaviour on serious matters could harm him.

Q6B Sentences

1) A bolt from the blue

She called me with respect,
a bolt from the blue, after nine
years.

2) Out and Out

His prediction of the horse race
was out and out accurate.

3) At A stretch

Despite united, they are at a
stretch of discomfort.

4) Break the ice

After waiting for years, they
finally broke the ice and got
good news.

5) Hobson's Choice

After being selected from both
the multinational firms at a time,
She had to make Hobson's Choice
among the best.

Q5b Punctuation

Early in the morning, as the sun rose, I decided to go for a walk. The air was fresh and the birds were chirping loudly. Suddenly I saw a small dog running across the park. It seemed lost and frightened. Unsure of what to do, I approached it slowly to avoid scaring it. Further, thankfully a man came running and said, "oh there you are buddy, I've been looking for you everywhere."

Q7 Translation

World's beautiful fragrance does not lie in the garden, but within the happiness of the heart. Sometimes, we find ~~the~~ our worthy life in materials, but

the fact is that the biggest happiness is the one that lies deep inside the heart. This happiness does not prevail in the office or luxurious life, but in the moment we achieve our success to relief our soul. Quite often we miss ignore our life's little happiness and search remain in search of big happiness successes. But the time when we start listening our heart, we realize that real joy is in the things we get easily.

COMPREHENSION

Ans 1 The experimental approach discussed in the passage was "word-of-mouth" marketing. "Word-of-mouth marketing" is the approach which uses people mostly women to spread the

word in society and among friends and family. Such type of experimental approach would gain popularity more than traditional strategies of advertisement.

Ans 21

Walter Carl, a marketing guru at Northeastern university, claims that endorsement of any product from a friend is better than traditional ~~ads~~ advertisements. He further emphasizes that the power of internet can enhance and magnify the endorsement of the product if used properly. So, we can infer from Walter's statement that in the contemporary world, out-dated advertisements has loss its essence in front of people's word about the products and spreading their views through internet.

Ans 3

The internet expands the effect of Word-of-mouth marketing. The marketer can create right kind of buzz and spread the word. Views either positive or negative, spreads quickly through internet and people can easily find out the good or bad about the product through internet.

Ans 4

Peter Kim of Forrester, a consultancy, says that the marketing strategy of Microsoft turned into a bad buzz than good. Microsoft sent laptops to bloggers with the its newly installed "Windows Vista" software. But to their

dismay, bloggers instead of providing feedback of the windows, for which Microsoft sent them laptops, started discussion on the morality and ethics of receiving gifts and about word-of-mouth marketing.

According to Peter Kim, Microsoft's marketing campaign for Vista failed.

Ans 5

The challenge for marketers is to create right kind of buzz and learning to control it. As negative views spreads with similar pace like positive ones, so, marketers have to learn and maintain right influence on internet. This could be understood by taking ^{example} ~~case~~ of BuzzAgent, a notorious company, which tries to generate useful development of a product by generating

PRACTICES

TITLE: Fossils of Golden Age of Oratory in Modern age of Communication.

OR.

Traces of Golden age of Oratory in Modern Age of Communication.

The word "orator" presumed to be appear during the bad times, exhibits great value in ancient times.

The orators of ancient times assumed themselves as the architects that shapes ^{the} future, and represented themselves for studying purpose. But in the modern age the essence of oratory is declined by the

invention of printing press and
renaissance of industrial era
which has provided a more
polished ways of speaking,
and men and women of this
age shows almost no interest
in the research of right word.
Sir Winston Churchill was a
a survivor from the golden
age of oratory and a great
orator undoubtedly. Sir Winston
Churchill along with other
orators, served a great hip
service for more than fifty
years, nationally and internationally
His great speeches are still
present and will remainⁱⁿ the
history of world as an undying
memory of the man who
made such great and marvellous
speeches of his age.

Total = 425-430 words

Preci = 160 to 170 words