

Mock Test

Q. No 1a

- 1- Gossipy
- 2- Inevitable
- 3- Admire
- 4- Untamed
- 5- Wrench
- 6- Shy
- 7- blockage.
- 8- Diatribe
- 9- Apathetic
- 10- Confusing

Q. No 1b

- 1- Observe
- 2- Energize
- 3- ~~Review~~ Accept
- 4- Dilute
- 5- Encourage
- 6- Reinforce
- 7- Separate
- 8- Hopeless
- 9- Small
- 10 - Encourage

Part II

Q. NO 4

- 1- Neither of the two sisters is coming to the party.
- 2- The scenery of Kashmir is breathtakingly beautiful.
- 3- I saw him yesterday at the market.
- 6- He is senior to me in the office.
- 7- The news is too good to be true.

Q. NO 5 a

- 4- His words do not correspond ~~with~~ to his actions.
- 1- Don't take revenge for these slight injuries.
- 2- He distributed money among the poor.

5 - I was disappointed with Akram's insincerity.

8 - I shall pass your message on when he gets free.

Q. NO 56

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~~ ^{avoid} it scaring it further. Thankfully, a man came running and said, "Oh, there you are buddy I've been looking for you everywhere."

Q. NO 6

1 - The scientist's ingenious invention revolutionized the field

Her ingenious smile revealed her innocence.

2- The child was easily **placable** after a small apology.

The vase is **placable** anywhere in the house due to its small size.

3- The **restive** horse refused to obey the rider's commands.

She felt **restless** after drinking too much coffee.

6- She wore a **casual** outfit to the party.

There is a **causal** relationship between smoking and lung disease.

7- He started to **pour** water into the glass.

She took time to **pour** over the documents carefully.

Q. NO 6 B

1- Despite his charming personality, he turned out to be a bad lot

2- The news of his resignation came as a bolt from the blue.

3- When presented with hobson's choice, she reluctantly agreed to the terms.

4- He told a funny joke to break the ice at the meeting.

5- The constant threat of layoffs hung over the employee like a sword of Damocles.

Q. No. 7

The greatest fragrance in the world does not come from a garden, but the one hidden in the happiness of the heart. On various times we look for the value of life in the materialistic things, but the reality is that the biggest happiness is found in depth of the heart. This happiness ~~is not~~ is found in the moment when we achieve the success and our soul feels that relief not in any office or luxurious life. Mostly, we ~~look for~~ struggle for the big achievements and ~~taking~~ ^{take} the small achievements and moments ~~for granted~~ ^{for granted}. But, when we start listening to our heart, then we realise that the real happiness is in things that we get easily.

Q: No. 3

Part 1

Experimental approach discussed is the "word of mouth" approach, firstly implemented by the Wii. The company recruited handful of suburban mothers in the hope that they will spread the word ~~among~~ about the Wii gaming console among their friends - later on implemented by Nestle, Sony and Philips -

Part 2

From Walter Carl's statement, we can infer that blending social interactions with economic incentives can be a powerful marketing strategy - Companies like Amway and Tupperware have successfully used this approach by leveraging personal networks for business advantage - Carl also suggested that social media influence, when used properly, can be a key factor in shaping consumer behavior and driving business success -

Part 3

The internet can magnify the effect of word of mouth ^{such} endorsements, through rapid and widespread sharing of opinions. Online platforms allow message to reach a broader audience, making the impact of word of mouth much larger than it would be in a purely offline setting. However, internet also allows negative opinions to spread just as quickly, which marketers must manage carefully.

Part 4

Peter Kim said that laptops loaded with its new Windows Vista software was sent by Microsoft to influencers and bloggers in an effort to get them to write about it but the online discussion ignored the Vista and focused instead on the morality of accepting gifts and the ethics of word of mouth marketing ~~it~~ resulting in a bad buzz.

Part 5

The challenge for marketers is creating the right kind of buzz and learning how to control it. Since word of mouth marketing can spread both positive and negative views quickly, it is crucial for companies to manage their campaign carefully. If a product has flaws or if the marketing approach is perceived negatively, it can lead to a backlash that harms the brand's reputation.

Q. No. 2.

Title: The Decline and Legacy of Oratory

The future of oratory is uncertain, as the term 'orator' has lost its former prestige, often used with a hint of mockery. In ancient times, orators believed their work was of the highest value, shaping the future through careful and passionate speeches. However, the importance has decreased in modern era due to the rise of written communication, broadcasting and the increase in meeting and committees. As a result fewer people focus on perfecting their speech. Sir Winston Churchill remains a prominent figure in the tradition of great orators. His carefully crafted speeches, which have shaped history, secure his place among the greatest figures in English oratory, leaving a lasting legacy.