

Date \_\_\_\_\_

Day \_\_\_\_\_

Q#1 (a)

- |    |   |     |   |
|----|---|-----|---|
| 1- | c | 6-  | c |
| 2- | d | 7-  | b |
| 3- | b | 8-  | c |
| 4- | a | 9-  | c |
| 5- | a | 10- | c |

Q#2 (b)

- |    |               |     |   |
|----|---------------|-----|---|
| 1- | c             | 6-  | d |
| 2- | c             | 7-  | b |
| 3- | a             | 8-  | c |
| 4- | <del>mc</del> | 9-  | a |
| 5- | d             | 10- | a |

Q#2 Precis

Title: The Art of Public  
Speaking

In ancient times, oratory was given the highest value but in present times it is hardly assigned the value it once used to have. With all the modern and sophisticated means of communication and increased number of speakers, the effort for polished and fine oratory has declined significantly. Men and women find less time to strive for perfection. One of the



greatest names in oratory (rs),  
Sir Winston Churchill. He  
never uttered a random word  
but expressed himself in  
most beautiful ways. His  
speeches are a history in  
themselves and will remain  
forever as undying memorial  
to the man who became  
a greatest figure of his  
age.

Total Count: 110 words

Q#3

- ① The experimental approach discussed in the passage is the technique of "word-of-mouth." It implies that a group of people from local communities are chosen to spread the word about a particular product. It is generally used to promote the products.
- ② Walter Carl's statement, "Amway and Tupperware know you can blend the social and economic to business advantage", sheds light on the



power of social engagement among people. The interaction among people and the psychological effect it enjoys can be exploited by the businesses for profit maximization; as people tend to listen to their mates.

(3) The approach of "word-of-mouth", undeniably enhances the outreach of the businesses. However, in present times, internet can magnify the effect of such endorsements. It can fabricate the positive or negative aspects of the product.

(4) According to Peter Kim, when Microsoft sent laptops featured with its new Windows Vista software, it did not produce desired results. Online discussion, instead of focusing on Vista, engaged with the morality of accepting gifts and the ethics and integrity of word-of-mouth.

(5) Word-of-mouth proves to be essential for marketing but <sup>at the same time</sup> poses some certain challenges to the marketers. As internet can



magnify the endorsements, marketers struggle to create the right ~~level~~ <sup>of</sup> by advertisement and controlled advertisement. As negative views also spread as fast as positive ones, therefore, learning to control the buzz has become essential for the marketers.

#### Q# 4 Correction

1- Neither of the two sisters is coming to the party.

5- The poet and philosopher are honored for their work.

6- He is senior to me in the office.

7- The news <sup>is</sup> ~~are~~ too good to be true.

3- I have seen him yesterday in the market.



## Q#5 Prepositions:

- 1- Don't take revenge for these slightest injuries.
- 2- He distributed money to the poor.
- 3- Success consists of determination.
- 4- His words do not correspond to his actions.
- 5- I was disappointed at Akram's insincerity.

## Q#6 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!"



## Q#6 (A) Sentences

1. Restive: She is bit restive in nature; refusing to move until her demands are met.

Restless:

Due to the pulling all-nighter for exam, he was restless and tired.

2. Setup: He has opened a free healthcare setup to help the needy.

Set upon:

After receiving a confirmation call, I will set upon my journey.

3. Yolk:

Yolk: While making a sandwich, she separated the yolk from egg whites.

4. Casual: For his casual behaviour in office, he has been issued a warning letter.

Causal:

No causal connection between the events was found by the investigators.



5- Pour: I was thirsty so I requested him to pour me a glass of water.

Pore: She has a poreless skin like babies.

### (B) Sentences

1- A sit in: Main road has been blocked since fifteen days due to a sit in.

2- A bolt from the blue: After being a jobless for few months, this job came to me like a bolt from the blue and surprised me completely.

3- Break the ice: After their intense fight, Anna invited her for a cup of tea to break the ice.

4- At a stretch:



Q#7 Translation: \_\_\_\_\_

The greatest fragrance in the world is not found in garden but hidden in the happiness of the heart.

Sometimes we make things more valuable, but as a matter of fact, real happiness is found in the depth of heart. This happiness can not be found in the office or luxury life but for it is in the moment when after achieving success, souls feel contented.

Sometimes we ignore the happiness found in small things and look for some great thing to happen. But when we listen to our heart, we realize that the real happiness is found in the things that are easy to get.

