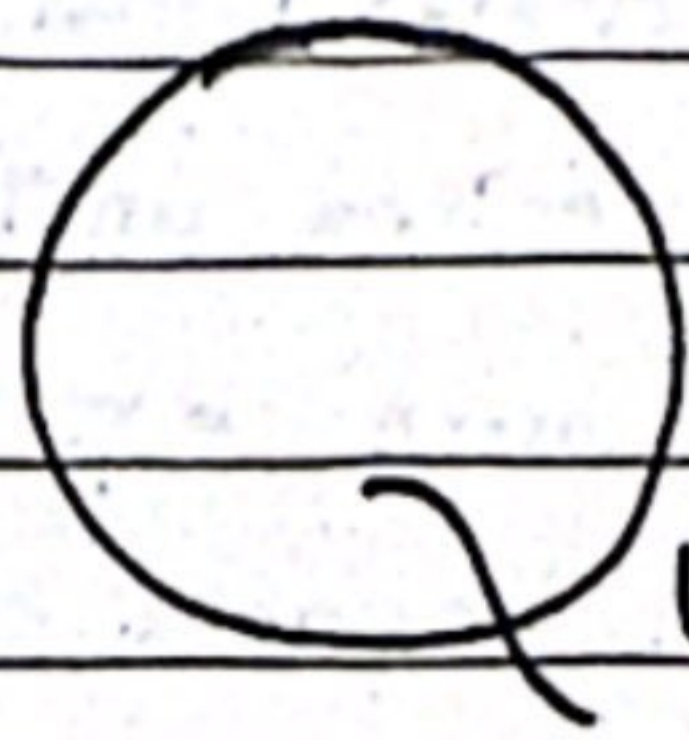


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Question # 02

Churchill: A Reflection of Great Orators

The art of oratory is fading away. It hardly gets mentioning without spelling a jibe. Unlike today, orators of past attributed distinguished value to their craft. In contemporary age, a nuanced approach towards public speaking remains missing. The art has retreated. Indeed, it cannot be expected of modern humans to invest on oratory as much as their predecessors did. The sweeping changes in medium of communication have undermined human interest in refined public speaking. Yet, Sir Winston Churchill mirrors the pre-eminent past of oratory. Undeniably, the grace, organisation and arrangement of his words and ideas reflect the illustrious history of oratory. The list of famous English orators features him, undoubtedly. For decades, his speeches have found expression on range of themes. His speeches will find

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relevance in English history and that of the world. His speeches will continue to live, serving as a memory of a man who delivered them and became an undisputed great of his age.

Total words = 424

Precise = 143

Question #3

(1)

The experimental approach discussed in the passage is word-of-mouth marketing. The strategy was launched as an experiment. However, it has assumed more popularity lately.

- (2) -

In Walter Carl's word, social and economic dynamics could be merged to the advantage of business. The endorsement of immediate social circle of an individual could influence consumption, working in the favour of business. In essence, Walter Carl's statement defines the upsides of word-of-mouth marketing.

- (3) -

The effect of internet is its ability to magnify the word-of-mouth-marketing strategy on massive scale. Internet could help spread the word wide and quick, reflecting the positive aspects of such marketing model.

(4)

Microsoft sent brand new laptops featuring new Windows Vista to bloggers aimed at marketing its product.

However, such strategy backfired.

Although Microsoft expected a positive response serving its cause, the debate centred around whether receiving

the gifts was consistent with morality.

Thus, the product of Microsoft received no attention, while the moral compass of word-of-mouth model was scrutinised.

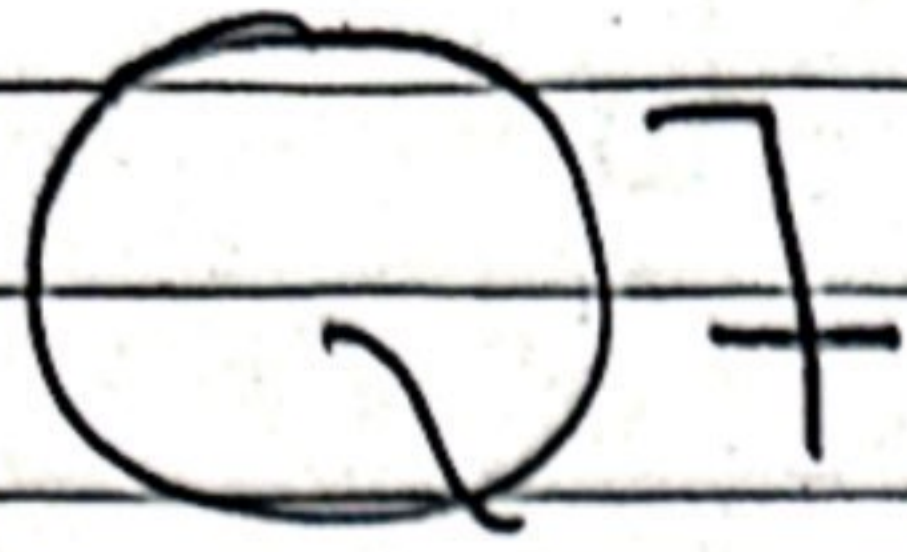
(5)

The challenge for the marketers is to find a way to construct

right kind of a buzz, one that prompts no negative response while

adopting word-of-mouth marketing model. The challenge is to avoid

sparkling a negative buzz.



The greatest of world's fragrances is not in a garden but is placed underneath the happiness of heart. Many times, we tend to find it ⁱⁿ worthy materialistic objects we own, but the reality is that the biggest of happiness is that we find in depth of heart. This happiness is not tied to office or life in dissipation, but it is in the moment we cross roads with success and console our soul. More often than not, we overlook little source of happiness in our life and keep the search for bigger happiness on. However, as we listen to the echoes of heart, we figure out that the true happiness rests with things that we ^{easily} achieve.

~~easy.~~

Q4

① Neither of two sisters are coming to the party.

Neither of two sisters is coming to the party.

③ I have seen him yesterday at the market.

I saw him at the market yesterday.

⑤ The poet and philosophers are honoured for their work.

The poets and philosophers ^{are} honoured for their work.

⑥ He is senior than men in the office.

He is senior to me in the office.

⑦ The news are too good to be true.

The news is too good to be true.

Question #5 (A)

④ His words do not correspond to his actions.

⑤ I was disappointed by Akram's insincerity.

⑥ The teacher impressed upon us the need for hard work.

⑦ ~~B~~ureaucrats consider themselves responsible to none.

⑧ I will pass your message through when he gets free.

Q5 (B)

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."

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 him further. Thankfully, a man came running and said "oh there you are buddy I've been looking for you everywhere."

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Q6(A)

(1) Ingenious:

Ingenious of Wasim
Akram won Pakistan a World Cup.

Ingenuous:

Abbas was so
ingenuous that he believed Whatsapp
disinformation.

(3) Restive

A restive Balouchistan
serves no one's cause in Pakistan

Restless

He remained restless
for weeks until his wife recovered
from ailment.

(5)

Yoke

The people of yoke taught us a lesson to avoid conflicts.

Yolk

For health reasons, Shafiq gave up eating egg yolks in 2008.

(6)

Casual

At a time when casual sexual relationships are rife, finding a sincere partner is unlikely, if not impossible.

Causal

Extreme weather events have causal relationship to global warming.

(7)

Pour

It poured heavily the other night in Ell/2.

Pore

Pores in the skin are necessary for smooth functioning of human organs.

Q6(B)

(3) A Bolt from blue

Just when the things were going smooth, a bolt emerged from blue, posing threat to entire campaign.

(5) Out and out

Pakistan is not out and out against India, but these ^{few} crucial concerns freezing the ties.

(6) Hobson's choice

Leaving home for greener pastures is a hobson's choice for struggling middle class in Pakistan.

(8) Break the ice.

It took me seven years to break the ice with her, but there was no looking back after that.

(10) A turncoat

A turncoat defines Pakistan's political culture.

Q1 (a)

1	Garrulous	Gossipy
2	Inexorable	Inevitable
3	Extol	Admire
4	Obstreperous	raucous
5	Demure	profane
6	Embolism	blockage
7	Harangue	hoodwink
8	Impassive	intimation
9	Labyrinthine	confusing
10	Contrite	stubborn

Q2 (b)

1	Transgression	conformity
2	Enerbate	exhaust
3	Flout	accept
4	Coagulate	harden
5	Daunt	encourage
6	Bolster	weaken
7	Amalgamate	separate
8	Propitious	hopeless
9	Prodigious	small
10	Intimidate	encourage