

PART-I

9

Q2

The Great Orators and Their Decline

The future of the orators has remained unpredictable nowadays. In ancient times, the orators were highly valued for their work. Today ~~the~~ focus on ^{the} art of speaking has declined, and it is less expected to be a skilled speaker. The significance of the orators has reduced in the contemporary world, because of invention of printers, ~~to~~ widespread broadcasting techniques, and rise in number of speakers at different councils. Many famous orators existed in the history. One of the best among them was Sir Winston Churchill who demonstrated meticulously the art of oratory. He delivered organized, gracious, and persuasive speeches with discussions on national and international affairs. His oratory skills produced a forever memories for those who wrote them. His speeches sub-merged in the world history and he became ^a great figure of his time.

(03/485)

QNO. 4

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

Neither of the two sisters is coming to the party.

② I have seen him yesterday at the market.
I saw him yesterday at the market.

④ She has completed more projects than anyone in her team has or can complete.

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

⑤ The poet and philosopher are honoured for their works.

The poet and philosopher is honoured for ~~their~~^{his} work.

⑥ He is senior than me in the office.

He is senior to me in the office.

QNo.5

A.

(3) Success consists in determination.

(5) I was disappointed with Akram's insincerity.

(7) Bureaucrats consider themselves responsible to none.

(8) I shall pass your message forward when he get free.

(1) Don't take ~~slight~~ in revenge for these slight injuries.

B. 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 have been looking for you everywhere."

QNO.6

A.

① Ingenious: ~~His~~ Sara's parents were very happy when they heard about ingenious performance of their daughter.

Ingenuous: Her friend is very ingenious because she never understood the tricks of others.

⑤ Yoke: Farmers fasten their oxes with yoke before they take them into the crop.

Yolk: she uses white part of the egg for face mask and discard the inner yolk part.

⑥ Causal: The toxic gases emitted continuously from industries are causal factors for climate change.

Casual: The boss came in casual dress because it was half-day.

① Pour: He burned his hand while pouring hot milk into the cup.

Pore: White and black comedones are accumulation of dust and oil in skin pores.

① Setup: The wedding setup should be unique if you want to impress the guests.

Set upon: The former Prime Minister was delivering speech when an opponent set upon him and injured him badly.

B.

① A bad lot: He never obeys his parents because he is a bad lot.

② A sit in: A large number of people were seen sitting in the protest against rise in inflation.

③ A bolt from the blue: Corona pandemic was a bolt from the blue because it was very sudden spread of an incurable unknown disease.

⑤ Out and out: The influencers show their lives out and out perfect but the reality is far different.

⑥ At a stretch she ~~was~~ had not started her assignment before and completed it at a stretch in one night.

QNO.3

4.

Ans The experimental approach discussed in the passage is "word-of-mouth" marketing. In this modern technique, certain volunteers are used to promote products of the company. These volunteers receive free samples of products and they tell their friends and social network about the products to promote certain companies.

2.

Ans. Walter Carl's statement proposed that the social and economic aspects of the life can be blended and they will produce business advantages.

2.

Ans. We infer from Walter Carl's statement that businesses can benefit from the blend of economic and social aspects of life. The benefits can be multiplied through use of internet but a person should know the right kind of buzz to spread positive reviews.

3.

Ans. The internet has increased the significance of word-of-mouth marketing because it spreads the marketing information very rapidly. However, it has both positive and negative impacts. If the positive ~~can~~ information about the product spreads, it will prove beneficial for the company. Similarly, negative information can spread quickly and flaws of the products will be exposed.

Q4

Ans. The Microsoft's marketing campaign for Vista was unsuccessful. In this campaign, the Microsoft company sent free laptops with their new windows installed in them. The bloggers reviewed about immorality of accepting gifts in exchange of word-of-mouth marketing. The bloggers ignored the Vista software and resultantly campaign produced no ~~real~~ benefits.

5.

Ans. The marketer's challenge lies in creating positive reviews about their products and controlling the negative buzz. The products' marketing reviews spread very quickly. If the product has some flaws, these flaws ~~are~~ exposed and spread in short time. Hence, the marketers face challenges in controlling ^{the} negative ^{views} about their products.

QNO.7TRANSLATION

The biggest fragrance of the world does not lie in any garden but it is hidden in the satisfaction of our hearts.

Sometimes, we try to find them in expensive things but in reality the biggest happiness is the one that exists deeply in our hearts. This happiness doesn't come from luxuries of life but it is present in the moment when our souls become satisfied with our successes. We often ignore small joyfull moments of our life and we seek bigger success but if we start hearing the voices of our hearts, we discover that the actual happiness comes from those things that we achieve easily.