

Part - I

MCQs

Q1. a. Similar in meaning

1. GARRULOUS: Gossipy
2. INEXORABLE: Inevitable
3. EXTOL: Floid
4. OBSTREPEROUS: Timid
5. CONTORT: Factionous
6. DEMURE: Shy
7. EMBOLISM: Prevalent
8. HARANGUE: Forceful
9. IMPASSIVE: Notorious
10. LABYRINTH: Confusing

Q1. b. Opposite in meaning

1. TRANSGRESSION: Observance
2. ENERVATE: Energize
3. FLOUT: Accept
4. COAGULATE: Dilute
5. DAUNT: Depressing
6. BOLSTER: Weaten
7. AMALGAMATE: Separate
8. PROPITIOUS: Hopeless
9. PRODIGIOUS: Small
10. INTIMIDATE: Encourage

PART-II

Q2. Precis

The Decline and Legacy of Oratory

The art of oratory was held with higher respect and esteem in ancient times unlike today. In ancient times, public speaking was considered a noble act which required skills and effectiveness like Demosthenes. However, in the modern world today with the advancement in writing, publishing and broadcasting the art of public speaking is not given much importance. Today's world witness increasing number of speakers everyday and this saturation has made people lose their interest in more eloquent speaking. Unlike today when people run after time without giving attention to what they speak, Sir Winston Churchill is an ideal from the golden period of oratory. He gave a lot of speeches all with exquisite precision and grace. He has influenced history and till today he is remembered as among the great orators. Churchill's words remain an enduring testament to the power of oratory and its ability to shape great nations and keep an influence upon many of the incoming generations.

Total words of given paragraph = 490

Total words of the precis written = 157

Q3. Comprehension

Question 1:

The experimental approach discussed in the passage is "word-of-mouth marketing" which companies use to today. Companies rely on influential people, bloggers, and creators to spread the word about their products. This approach capitalizes on

personal endorsements, which carry more weight than traditional advertisements because they come from trusted sources like friends and family. Companies recruit individuals to promote the product through conversations. They provide free product samples to these individuals for feedback which generates buzz and internet is then used to amplify the reach.

Question 2.

Inlatter case through his statement explains that blending of economic incentives with social relationships can be fruitful for a business. Amway and Tupperware are companies which have cracked this code and have used this strategy by using personal connections and social networks to drive sales and promote products.

Question 3

Internet has enhanced potential of allowing the word-of-mouth to reach larger audience. Word-of-mouth marketing and endorsements through internet has a magnified effect and productiveness at a significant scale. While internet amplifies positive buzz, it allows negative feedback to spread quickly too, making product quality crucial.

Question 4.

According to Peter Kim, Microsoft's ~~Vista~~ marketing campaign for Vista, which involved sending laptops preloaded with the software to influential bloggers, backfired. Instead of generating buzz about Vista itself, the online discussion focused on ethics of accepting gifts and the morality of word-of-mouth marketing. This resulted in "bad buzz", overshadowing the intended promotion of the product.

Question 5

The challenge for marketers today with the internet is creating the right kind of buzz and learning to control it. In case of negative views, they also spread

as quickly as positive views do ^{for which} marketers face difficulty in controlling those negative views which impede the promotion of the product. Marketers must ensure the product meets expectations and carefully manage the narrative to avoid bad buzz that could harm their brand.

Q4.

Sentence Correction

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.
5. The poet and the philosopher are honoured for their works.
7. The news is too good to be true.

Q5. A

Preposition

1. Don't take revenge for these slight injuries.
3. Success consists of determination.
4. His words do not correspond to his actions.
2. He distributed money among the poor.
1. Bureaucrats consider themselves responsible to none.

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've been looking for you everywhere."

Q6.

A

Pair of words

1. Ingenious:

Her ingenious solution to the math problem impressed all of her classmates.

Ingenuous:

The child asked ingenious questions about the sky and the Earth.

7. Pour:

She poured water from the jug into the glass.

Pore:

The filter paper has small pores which allow the water to pass through it.

6. Casual:

The manager did a casual meeting with staff regarding their work experience in the company.

Causal:

There is a causal link between illiteracy and poverty.

5. Yoke:

He made a yoke himself to pull the pair of oxen in the field easily.

Yolk:

She did not like egg yolks rather ate egg whites only.

4. Set up:

He set up his business with a 4 million loan from bank.

Set upon:

I ran to leave the street as my irritating neighbor had set dogs upon me.

B.

6. At a stretch:

She had to work for over fifteen hours at a stretch to complete the assignment.

7. Head over heels

Sara was head over heels for her own classmate.

8. Break the ice.

I broke the ice and started conversing with other people present in the discussion room.

2. A sit in

They arranged a sit in at the Press Club of the capital for the victim's justice.

1. A bad lot

He is not a bad lot just a bit wild.

Q7

The world's most biggest secret ~~key~~ is not hidden in a garden rather in a heart's happiness.

We sometimes find the cost of our lives in the material of this world but in reality the most important happiness is the one which we find deep in ^{our} hearts. This happiness is not embedded in an office or material wealth of life, rather it is present in

the moment when our soul feels relaxed after touching heights of success. ~~later~~ We often ignore small happiness in our lives and run after huge successes. But when we listen to our heart, we find out that ^{real} happiness are in the things which are easily available to us.