

Alina Ayoub-063

Question No: 01

(a)

Garrulous

Cossipy

Ineroscible

Inevitable

Extol

Energate

Obstrepous

Palliate

Contort

Stubborn

Demure

Shy

Embolism

Prevalent

Harangue

Reign

Impassive

Apathetic

Labyrinth

Assiduous

(b)

Transgression

Observance

Enervate

Exhaust

Coagulate

Dilute

Daunt

Encourage

Bolster

Weaken

Amalgamate

separate

Propitious

Hopeless

Prodigious

Small

Intimidate

Help

Question No: 04

1- The scenery of Kashmir is breathtakingly beautiful.

3- I had seen him yesterday at the market.

6- He is senior to me in the office.

7- The news is too good to be true.

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

5- The poet and the philosopher are honoured for their works.

Question No: 5

2- He distributed money among the poor.

4- His words do not correspond to his actions.

5- I was disappointed by Akram's sincerity.

7- Bureaucrats consider themselves responsible for none.

1- Don't take revenge of 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

butly. I have been looking for you everywhere."

Question No: 06 (A)

1- Ingenious:

Dravidians were ingenious of Indus Valley Civilization

Ingenious:

Aryans were ingenious because they migrated to Indus valley peacefully and blended their culture with the ingenious people.

2- Placable:

He is placable in his animosities and affectionate in his family.

Placeable:

This beautiful fountain is placeable in the garden.

3- Restive:

People were waiting for hours to get the free flow, but at the end they became restive.

Restless:

She was restless because of being alone in night.

6- Casual:

Two casual leaves are allowed to government employees in a month.

Causal:

She was going to a concert without permission. This was the main causal of her parent's anger.

4- Setup:

All this setup is for awareness of polio risks.

Set upon: They set upon a journey to Makkah with ^{their} parents.

(B)

1. **A bad lot:** Politicians are a bad lot because they notorious of their corrupt activities.

3. **A bolt from blue:**

Five

in the Log Angeles is a bolt from the blue for America.

Because, they are very conscious about protectioning human and infrastructure.

5. **Out and out:**

His family

is out and out corrupt. No one is innocent in them.

6. **At a stretch:**

She can

drive for 5 hours at a stretch. After that, she takes break.

8. **Break the Ice:** All were silent in the room, I broke the ice by telling them about vacations.

Question No: 07

The world's biggest fragrance is not in a garden, but hides in the happiness of heart. Sometime, we search it in the precious things of our life, but in reality the biggest happiness is that we get from the core of our heart. This happiness is not in any office or luxuries of life but in the moment when we leave our successes to calm our souls. Often, we ignore small joys of our life and look for big successes. But when we start to heart our hearts then we discover that real happiness resides among the things which we get easily.

Question No: 3

(1)

The passage is discussing the experimental marketing approach as the "word-of-mouth" because the power of traditional advertising declines. After all, no form of advertisement carries as much weight as an endorsement from a friend.

(2)

From Walter Coul's statement, we can infer that friends can use their social and economic ties for business advantages because friends are the best advocates for promotion.

(3)

Internet is magnifying the effect of positive and negative endorsements. Now, marketers need to create right

kind of buzz and control it.
So, if a product has flaws negative impacts spread as fast as positive ones, people will find them out.

(4)

When Microsoft sent laptops loaded with its new Windows Vista ~~and~~ (focused instead on the morality)^x to influential bloggers in an effort to ~~get~~ write about it but ignoring Vista they focused on gift accepting morality and ethics of word of mouth which was a bad buzz.

(5)

The main challenge for marketers is to create a right buzz for right customers. BuzzAgent, a controversial company is leading to word of mouth marketing by volunteer agents who receive free samples of products. They talk to their friends about them.

and send back their thoughts.

This word of mouth response
that is created by a buzz is
useful for product development
and marketing.