

Part-1 MCQs

Q1 (a)

- ① Acerbic
- ② Inevitable
- ③ Palid
- ④ ~~Timid~~ Timid
- ⑤ factious
- ⑥ Spiked
- ⑦ Indegenous
- ⑧ reign
- ⑨ Apathetic
- ⑩ Confusing

Q2 (b)

- ① clot
- ② energize
- ③ accept
- ④ Dilute
- ⑤ encourage
- ⑥ weaken
- ⑦ Separate
- ⑧ hopeless
- ⑨ Small
- ⑩ Encourage

Question No. 2

Precis

Title:-

The Decline of oratory and Churchill as an orator

The oratory was highly regarded in ancient times. The orators used to engage themselves on the task of highest worth and value. However, the oratory has declined in the modern era. The rise of written communication, broadcasting and the fast pace of the world have lessened the interest of people in the more polished and ornate kinds of speaking. However, Sir Winston Churchill was a great orator as like of orators of ancient times. He used to craft his speeches with much consideration and convey his ideas in effective language.

For more than fifty years, he has addressed the great national and international issues with his eloquence and speeches that have become historical masterpieces. His speeches will serve as an example for the world and will be woven in fabrics of the history of the world. They will also pay tribute to the greatest creator of his time.

Question No 3

Comprehension

① What is the experimental approach discussed in the passage.

Ans: The experimental approach ^{discussed} ~~adopted~~ in the passage is word-of-mouth marketing strategy. ~~It~~ In this marketing strategy company hires people to spread ~~the~~ its product among the

People.

Q2 what we can infer from Walter Carl's Statement?

Ans Walter Carl's statement implies that blending social and economic interactions can be helpful for the growth of a business. He further says, that Amway and Tupperware used this strategy to grow a business. He is of the view that ~~social~~ internet can magnify the views about the products.

Q3 what is the effect of the internet on word of mouth marketing?

The internet amplifies the effects of word-of-mouth technique by allowing the endorsement to spread rapidly and widely. But, at the same time, it also possess

a risk for the growth of businesses because the negative feedbacks spread more rapidly than positive ones.

Q4 According to Peter Kim, what happened to Microsoft's marketing strategy campaign for Vista?

Ans For the marketing campaign for Vista, Microsoft sent laptops, pre loaded with its new windows Vista software, to influential bloggers. The strategy of Microsoft backfired. Instead of focusing on Vista, the discussion started about the morality of accepting gifts and ethics of word-of-mouth marketing.

Q5 What is the challenge for marketers?

Ans The challenge for the marketers is to create a positive buzz and learn to control it. The positive

buzz can enhance the product success. The negative views spread more quickly that can harm the the product reputation. Therefore, the marketers should manage carefully to ~~also~~ create a right buzz.

Question No. 4

- ① Neither of the two sisters is ~~can~~ coming to the party
- ② The scenery of Kashmir is breathtakingly beautiful
- ③ I saw him yesterday at the market
- ④ He is senior to me in the office
- ⑤ The news is too good to be true

Q5

A

① Don't take revenge on these slight injuries

② He distributed money among the poor

③ I was disappointed with Akram's insincerity

④ Bureaucrats consider themselves responsible to none

⑤ I shall pass your message on when he gets free

Q5

B

Early in the morning, as the sun rose, I decided to go for a walk. The air was ~~is~~ 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."

Question 6

① Ingenious

Ali came up with ingenious solutions to the energy crises

Ingenuous

Her ingenious smile made everyone to trust her.

Placable

The dog was placable
towards the children.

Placeable

The heavy furniture was
placeable only ~~with~~ with the help
of strong men.

Yoke

The oxen were yoked together
in the field.

Yolk

He likes to eat the
yolk of egg.

Pour

She poured a glass of
milk for her baby.

Pore

Sweat escape through the
pores in the skin.

Causal

The causal relationship between
climate change and extreme
weather condition is obvious.

Casual

They had a casual dinner
in their home.

Question No. 7

The ~~the~~ greatest fragrance of the world is not in the garden, but it hides in the joy of happiness heart. Sometimes, we try to find ~~a~~ our life treasures in material possession, but the fact is, ~~that~~ greatest happiness is that, which we find in the depths of our heart. This joy is not found in any office or ~~a~~ luxury life, but in the moment, when we touch our successes, and satisfy our souls. Often we ignore the tiny ~~these~~ joys of our lives and ~~we~~ strive for greater successes. However, when we listen to the voice of our heart, we find that real happiness lies in the things that come easily to us.