

Q No 1(a):

Synonyms:

Garrulous.

Gossipy.

Inexorable.

Inevitable.

Extol

Admire.

Obstreperous.

Untamed.

Contrit

Stubborn.

Demure.

Shy.

Embolism

blockage.

Harangue.

forceful.

Impassive.

apathetic.

Labyrinth.

Confusing.

(b)

Antonyms:

Transgression

Observance.

Enervate

energize.

Flout.

~~deflate~~ accept.

Coagulate.

dilute.

Daunt

encourage.

Bolster

weaken.

Amalgamate.

Separate.

Propitious

hopeless

Prodigious.

bright.

Intimidate.

encourage.

Qno2: Title:

The Decline of Art of Oratory.

The art of oratory seems to be declining in the modern age. But, in ancient times the orators used to take great care while speaking as it was criticized by their contemporaries as well it would shape the future of upcoming generations. In modern days people do not pay great attention while speaking as it was in the ancient times. The growth of power of written communication has declined due to introduction of modern technology as people have less time for to strive for perfection in the form of what they say. However, Sir Winston Churchill is considered as savior of oratory in modern time. He is considered as one of the adorned orator of the modern times. He has been an orator for more than fifty years and his speeches will live as example of human speech at its best.

Q NO 3:

Q1: What is the experimental approach discussed in the passage?

Answer:

The experimental approach discussed in the passage is "The word-of-mouth marketing technique". This technique operates by recruiting the agents who receive the free samples of products. They talk about the products with their friends and get a reward in return. Hence, this marketing approach is becoming more popular than traditional advertising.

Q2: What can we infer from Walter Carl's statement?

Answer:

The Walter Carl's statement "Amway and Tupperware know you can blend the social and economic to business advantage" infers that these companies know how to use their personal connections, social gatherings and word-of-mouth marketing to gain advantage. They turn their social activities into opportunities for selling products and growing business.

Date _____

Day M T W T F S

Q3: What is the effect of internet on word-of-mouth marketing?

Answer:

The internet ~~can~~ has the ability to magnify the effect of word-of-mouth marketing. The internet is accessible to every individual it becomes easy to endorse a product through internet using this marketing technique. The media influencers talk about the product to their influencers, the product become eminent and people buy it.

Q 4:

Answer:

According to Peter Kim, when Microsoft sent its laptops, loaded with Window Vista, to influential blogger to write about it. They ignored in their online discussion the Window Vista and focused more on the morality of accepting gifts and the ethics of word-of-mouth marketing.

Q 5:

Answer:

The challenge for the marketers is creating the right kind of buzz and learning to control it. Because negative views and comments on a product spread as quickly as positive views. So, while creating a buzz it should be taken into consideration that how to control it because any flaw in the product would gain same hype that any strength would gain.

Q NO 4:

- 1- Neither of the two sisters is coming to the party.
- 3- I saw him yesterday at the market.
- 6- He is senior to me in the office.
- 7- The news is too good to be true.
- 5- The poet and philosopher are honored for their work.

Q NO 5: A

- 2- He distributed money in the poor.
- 3- Success consists of determination.
- 4- His words do not correspond to his actions.
- 5- I was disappointed by Akram's insincerity.
- 7 Bureaucrats consider themselves responsible to none.

(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 have been looking for you everywhere."

Q NO 6:

Pair of words

Sentences.

Yolk

The yolk of an egg is the most proteinous part, people often use it in their diet.

yoke

In old times people used to plough the land by placing wooden yoke on the head of two bulks.

Pore.

The border between Pakistan and Afghanistan is porous which is the main reason for cross-border terrorism.

Pour. Once the pot is filled, pouring more water means wasting the water.

Casual. Both the owner and employee are talking casually, as they get along well with each other.

Causal. The experiment was conducted to know the causal effect of drug on recovery rate.

Placeable. The table is so light-weight that it is placeable anywhere.

Placable. The angry crowd was placable after the leader promised them to meet their demands.

Setup. The stage was setup for the price distribution ceremony.

Date _____

Day M T W T F S

B)

Break the ice. The Professor in his first lecture cracked a joke to break the ice with ~~class~~ students.

Head over heels.

Ayesha was depressed on the demise of her husband as she was head over heels in love with him.

A bad lot.

We should be careful in making friends with bad lot as they are not trustworthy.

Q NO 7:

The world's biggest fragrance does not lie in the garden, but in the happiness of heart. Sometimes we search the value of life in materialistic things, but in reality the biggest happiness lies in the depth of heart. This happiness is not felt being in an office or living in luxuries instead it is felt when we find peace after touching the heights of success. We often ignore our small bits of happiness and find the bigger achievements. But when we listen to our hearts, we discover that real happiness lies in things which we achieve easily.