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Question. no 1

(A)

- 1- Gossipy (b)
- 2- Inevitable (d)
- 3- Enervate (b)
- 4- Untamed (a)
- 5- Facilitate (c)
- 6- Profane (c)
- 7- Blockage (b)
- 8- Reason (c)
- 9- Notorious (b)
- 10- Confusing (c)

Question. no 2 (B)

- 1- Conformity (c)
- 2- Sincere (d) 10- Help (c)
- 3- Scorn (d)
- 4- Dilute (d)
- 5- Encourage (a)
- 6- Weaken (d)
- 7- Separate (b)
- 8- Hopeless (d)
- 9- Small (a)

Q2

The Art of Public Speaking

The future of oratory has been darkened due to averting and not using it. In the ancient time, orators were well encouraged by the society. Today, decline in writing and communication technique, because, lack of appreciation and value for public speaking. People of modern time does not do work on perfection in speaking and conversation. However, power of ancient people's speeches is still in the written form. Sir Winston Churchill was one of great public speaker, he knew techniques to portray ideas clearly with perfect words. Art of articulation and command on language was speciality of Churchill. He entered into best company, and contribute at national level and international level. He become the great orator, and history for whole world.

Total words = 460

Paragraph's words = 153

Question no 3

1- What is the experimental approach discussed in the passage?

Experimental approach for the best results and popularity, one must work on the endorsement. For the enhancing advertisement and reaching for there is need of internet that can endorse at large scale. Experimental approach in marketing at large scale with help of digital techniques.

2- What can we infer from Walter Carl's statement?

Walter Carl's statement is focusing on the marketing, and tells how Amway and Tupperware taking benefits from the blending social and economic factors. Social factors attract consumers which directly increases the economy. He said control on the tight kind of buzz is crucial in marketing.

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

Internet has crucial effect on the word-of-mouth marketing.

Internet has remarkable connectivity in all over the world, it increases the market size and enhance the popularity. A big network that try and analyze then review the product then they create buzz through internet to increasing market.

4- According to Peter ILM, what happened to Microsoft's marketing campaign for Vista?

Microsoft was the company who spent \$1 billion laptops while loaded Vista windows, but, bloggers started discussing the microsoft while reviewing the Vista. Word-of-mouth plays important role. They accept the gifts for ethics and created bad buzz.

_ _ _ 3x

5- What is challenge for the marketers?

Time has been bringing new innovations into the everything, in marketing, old manual process of marketing has become irrelevant; internet has influenced on it. Marketers are facing difficulties into the marketing and getting popularity which is important for the continuation of that product.

Question. no 4

- 1- Neither of the two sisters is coming to the party.
- 2- The sceneries of Kashmir are breathtaking and beautiful.
- 3- I have seen him yesterday in the market.
- 6- He is senior to me in the office.
- 7- The news is too good to be true.

Question. no 5 (LA)

- 1- Do not take revenge of these slight injuries.
- 3- He distributed money among the poor.
- 4- His words do not correspond with his actions.
- 7- Bureaucrats consider themselves responsible about none.
- 8- I shall pass your message soon when he gets free.

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Question no 5

(B)

Early in the morning, as 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 sunning across the park; it seemed lost and frightened! Unsure about what to do. I approached it slowly to avoid it further scaring. Thankfully, a man came running, and said, "oh! there are you buddy, I have been looking for you everywhere."

Q. no 6 (A)

1-⊙ Everyone seemed that he is ingenious but he proved himself.

⊙ British people had applied protectionist policies on ingenious people of colonies.

4=

⊙ Ali has recently installed the computer setup for gaming.

⊙ Dune movie is set upon the story of young person who survives in the dune.

5= ⊙ She yokes and justify herself.

⊙ Egg yolk is enrich with nutrition.

6-⊙ He come into the party with casual behavior.

⊙ Unhygienic habits of Ali causal for the diseases.

7

⊙ Ali can you please pour water into the glass.

⊙ My skin pores are visible that is why I use this product.

Question. no 7

Best programme of the world is not present in a single forest/park, in fact, it is hidden in the heart. Sometimes, we are finding cost of life into things, but, in reality, biggest happiness of our lives is there in the corner of our heart, which happiness is absent in the extravagante life. The moment when we get success and touch it, it feels us our inner soul. We often ignore our small happiness, and summing behind the big one. However, when we hear our heart, we find that happiness is actually come from the things that we easily get.

