

NOA Final Test - Precise

Date:

Sun Mon Tue Wed Thu Fri Sat

Part I - MCQ's

Q.1) b

- | | |
|------------------|--------------------------------|
| 1) b) Gossipy | 1) a a - Observance |
| 2) d) Inevitable | 2) b a - exhaust |
| 3) d) Admire | 3) c d - scorn |
| 4) a) Untamed | 4) d b - dilute |
| 5) a) wrench | 5) e a - encourage |
| 6) a) shy | 6) f d - weaken |
| 7) b) blockage | 7) g b - separate |
| 8) d) Hoodwink | 8) h c - hopeless |
| 9) d) Intimation | 9) i a - small |
| 10) c) Confusing | 10) j a - encourage |

Part II

Q.2)

Title = The State of Oratory Today and Tomorrow

It is difficult to predict the future of oratory. In contemporary times, the word 'orator' seems to have a negative connotation. In the past, orators considered themselves ^{to be} undertaking a job of high stature. However, today the effort directed towards public speaking has declined. The numerous changes that have taken place in this field means that individuals no longer value public speaking today as they did in the past. They have a decreased interest in this field, and also do not have the time to devote attention to what they say. Sir Winston Churchill

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remains a powerful figure in English oratory. He has contributed immensely to this field, and his speeches will live on as powerful examples of the best language. The speeches will also serve to eternally value Churchill himself.

Q.3-1)

To market its new video-game console, Nintendo used the experimental approach of recruiting certain members to spread the word amongst their own family and friends. These members would endorse the product to their close ones, and, thus, Nintendo relied on "word-of-mouth" marketing to sell their product. This was an experimental approach, as companies used to typically rely on traditional advertising.

Q.3-2)

Walter Carl's statement illustrates how Nintendo is not the only company that has realized the power of capitalizing upon social relations to produce economic gain. Anyway and Tupperware also now realize the importance of endorsements in persuading customers and increasing sales. Carl also goes on to say that nowadays a new element impacts this success - the Internet has the power to increase the effect of endorsements. Thus, the Internet works to persuade customers further.

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Q.3-3)

The Internet serves to amplify the effect of word-of-mouth marketing. Opinions and endorsements spread very quickly, both positive and negative. This amplification effect can work to persuade a customer even further and increase sales potentially.

Q.3-4)

According to Peter Kim, Microsoft fell victim to negative buzz when trying to promote Vista. Instead of influential bloggers discussing and writing about Vista ^{that was} on the new laptops sent to them by Microsoft, the discussion turned towards the ethics of accepting gifts and this marketing strategy. As a result, Vista was ignored and only bad buzz was created.

Q.3-5)

The challenge for the marketers lies in producing the right kind of buzz and endorsement, one that speaks favourably on a certain product. As well, marketers need to learn how to control buzz once it is generated - opinions and endorsements spread quickly so it becomes necessary to control them if they are negative.

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Q.4)

3) I saw him yesterday at the market

4) She has completed more projects than anyone in her team has or could complete.

5) The poet and philosopher were honored for their works

6) He is senior to me in the office.

7) The news is too good to be true.

Q.5 - A)

2) He distributed money to the poor

3) Success consists of determination

5) I was disappointed by Akram's insincerity

7) Bureaucrats consider themselves responsible to none

8) I shall pass your message on when he gets free

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Q.5-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've been looking for you everywhere."

Q.6-A)

1) Mark had an ingenious idea that helped him win the competition.

She did not want to cheat because that would seem ingenuous.

3) The vacation was wonderful and very restive for her, as she slept a lot. The baby was restless after sitting for a long flight.

4) She asked her friend to help her setup her new computer.

She was holding many bags and did not have a table to set them upon.

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6) The dress code was casual so she wore jeans.
The judge said the knife was the causal weapon that killed the victim.

7) During her shower, she liked to pour water over her head.
She asked the judge for time to pore over the documents and analyze them.

Q.6-B)

1) She starting doing drugs because the friends she hung out with were a bad lot.

7) She got engaged quickly because she had fallen head over heels in love.

8) She asked her new coworker lots of questions to help break the ice.

9) She hated her job and felt like the low salary hung like the Sword of Damocles over her head.

10) Her friend changed so quickly she called her a turncoat.