

~ (Question No. 2) ~

A. Synonyms

8

- | | |
|-----------------|------------------|
| 1. Gossipy ✓ | 6. Shy ✓ |
| 2. Inevitable ✓ | 7. Disenthrall ✗ |
| 3. Admire ✓ | 8. Diatribe ✓ |
| 4. Untamed ✓ | 9. Apathetic ✓ |
| 5. Wrench ✓ | 10. Assiduous ✗ |

~ (Question No. 1) ~

B. Antonyms

- | | | |
|-----------------|-----------------|---|
| 1. Observance ✓ | 6. menace ✗ | 8 |
| 2. energise ✓ | 7. separate ✓ | |
| 3. accept ✓ | 8. hopeless ✓ | |
| 4. dilute ✓ | 9. assist ✗ | |
| 5. encourage ✓ | 10. encourage ✓ | |

Part II

~ (Question No. 4) ~

Correction

- Neither of the two sisters is coming to the party. ✓
- I saw him yesterday at the market. ✓

5. The poet and philosopher are honored for their work. ✗
6. He is senior to me in the office. ✓
7. The news is too good to be true. ✓

~ (Question No. 5) ~

A. Preposition

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

B. Punctuation

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

4

and the birds were chirping loudly. Suddenly, I saw a 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."

~ (Question No. 6) ~

A. Pair of words

3. Restive : The restive audience
 ✓ could not stay seated in the cinema during the film.

Restless: He was feeling restless
 ✓ because of the high fever.

5. Yoke : The workers were under the
 ✓ yoke of poor conditions.

✓ **Yolk:** The chef added only the yolks of the eggs to make the bread.

✓ **6. Casual:** He and his friends went for a casual walk after dinner

Causal: There is a causal relationship between malnutrition and stunted growth. ✓

7. **Pour:** The master said to his servant, "Pour the milk into the glass."

Pore: She went to the dermatologist for the treatment of the pores on her face. ✓

5

✓ **Placable:** Despite his initial frustration, he was placable and quickly forgave them.

Placeable: The furniture is placeable in various configurations to suit the room layout. ✓

B. Idioms

5. **out and out**: The movie was
✓ an out and out disaster

8. **Broke the ice**: Everyone was sitting
✓ silent, he broke the ice and
started the discussion about the
upcoming project deadline.

4. **Hobson's Choice**: In the default
✓ situation of the country, privatizing
SOEs is the only Hobson's choice

5 9. **Sword of Damocles**: Palestinians
✓ are living under the Sword of
Damocles, as Israel can strike
at any time.

3. **A bolt from the blue**: The news
✓ of his accident came like a
bolt from the blue.

~ (Question No. 7) ~

Translation

The world's greatest fragrance
is not found in a garden, but

:05

7 in the joy that lies within the heart. Sometimes, we search for the values of our life in material things. But the truth is, the greatest happiness is the one we find in the depths of our heart. This happiness is not found in any office or luxurious lifestyle, but in the moment when we touch our successes and feel the peace of our soul. We often overlook the small joys of our life and strive for great achievements. But when we start listening to our heart's voice, we discover that true happiness lies in the things that we get easily.

~ (Question No. 3) ~

Comprehension

Question No. 1

The experimental approach discussed in the passage is 'Word-of-mouth' marketing, where companies recruit individuals to promote their products or services among their family, friends or social networks. This approach has proven to be effective in creating buzz, becoming useful for subsequent product development.

3

Question No. 2

We can infer from Walter Carl's statement that blending social and economic aspects can be beneficial for businesses.

3 Companies like Amway and Tupperware have successfully leveraged this approach. However, it highlights a strong relationship with customers,

✓
encouraging them to share their experiences with others.

Question No. 3

✓ Magnifying: the endorsement is the key effect of the internet on word-of-mouth marketing. It allows endorsement to spread quickly and widely across vast online networks,

making it easier for companies to track and measure the

3 impact of their marketing efforts.

As a result, companies are

increasingly focusing on online word-of-mouth marketing campaigns.

Question No. 4

According to Peter Kim, Microsoft's ^{marketing} campaign for

Vista ended up backfiring.

It was a campaign to promote

Window Vista through bloggers. An the online discussion generated by the campaign focused on the ethic of taking free gifts, rather than the product itself. This created a bad buzz. In short, this caused negative attention around the campaign, rather than promoting the product itself.

Question No. 5

Marketers face the challenge of generating positive word-of-mouth while controlling the message. Negative feedbacks spread just as easily as positive. If negative views spread quickly, it can damage a product's reputation. If a product has any flaws, the word will quickly get out, which can damage the brand's image.

~ Question No. 2 ~

Precis

4 The Future of Oratory and Churchill's Contribution

The future of oratory is difficult to predict, and the word "orator" is rarely used today. In ancient times, orators believed their speeches shaped future works and left a lasting impact on history. However, the art of public speaking has lost its prominence due to modern developments like the rise of the written world, the popularity of broadcasting and the increase of meetings and committees.

These factors have diminished the value placed on eloquent and polished speaking. Sir Winston Churchill, however, stands as a survivor of the golden age of

8 oratory. His speeches, known for their careful structure and elegant language, place him among the greatest orators of history. Churchill's words have shaped both national and international affairs and his speeches will remain a permanent part of hi history, serving as prime examples of exceptional human speech.

Total words of passage: 424

Required words : 142

Written precis words : 139