

Q NO 1:-

SynonymsAntonym

1) ✓	b) Gossipy	① (a) Conformity	✗
2) ✓	d) Inevitable	② (a) exhaust	✗
3) ✗	b) Enervate	③ (b) dilute	✗
4) ✗	b) timid	④ (d) Composure	✗
5) ✗	c) factious	⑤ (a) encourage ✓	
6) ✗	b) Spoiled	⑥ (a) reinforce ✗	
7) ✗	d) indigenus	⑦ (b) Separate ✓	3
8) ✗	d) hoodwink	⑧ (c) hopeless ✓	
9) ✗	d) intimidation	⑨ (d) assist ✗	
10) ✓	c) Comusing	⑩ (c) help. ✗	

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Q NO 2: Precis

Title: The Golden age of oratory
and winston churchill 0

The future of oratory is uncertain. it seldom uses in the negative context. The orators of ancient time were supposed to be engaged in valuable tasks as their works were subjected to

all time and were important for the future. Today, people's

interest in the art of public speaking has declined due to

the associated challenges and
enduring experiences. In modern

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time, the new ways of communication

and the growth of individuals who speak to limited people have

repelled people to learn the art of public speaking. Sir Winston

Churchill, the survivor of golden

age of oratory, had the excellence

in the arrangement of his ideas

and the graciousness of his language even though he did not adopt thoughts and random words. It may be because he was an inhabitant of the golden era of oratory. His life time speeches on different matters will be considered as examples of great human speeches. They will make him unforgettable.

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Q No 3: Comprehension

Q No 1:

Ans:- The experimental approach of marketing discussed in the passage is the "word-of-mouth" marketing.

In this approach, one shares information and importance of a product with his/her friends. Resultantly, it multiplies the number of consumers of a product.

Q No 2:-

Walter Carl, a ~~guru~~ marketing guru at University of Northern, reveals the

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X Role of internet in the 'word-of-mouth' market: he mentions that this approach has both advantages and disadvantages in the digital realm: ~~Although~~ it multiplies the endorsement, but information of defects in a product spreads rapidly. Therefore, marketers will face a challenge to find out a right network.

Q No 3:-

1 The internet has both positive and negative effects on the word of mouth marketing. if it spreads the positive view or advantages of a product among a person's friends, then, it can also ~~sp~~ navigate ~~the~~ defects or flaws of a product. And it also creates hurdles for a marketer to find a right network.

Q No 4:

✓ The marketing campaign for Vista did not work according to Peter Kim because it was a bad buzz

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As when Microsoft sent laptops to influential bloggers, they ignored online discussion, and they were more focused on the gifts.

Q No 3:

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The challenge for the marketers is to find out a right network to spread a positive view of a product among consumers. In this era, they have to find a trustworthy buzz, and they need to learn how to control a network. These are the challenges for the marketers.

Q No 4: Correction

- (i) Neither of two sisters is coming to the party. ✓
- (ii) I seen him yesterday at the market. ✗
- (iii) The poet and the philosopher are honoured for their works. ✗
- (iv) He is senior to me in the office. ✓
- (v) The news is too good to be true. ✓

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Date: _____

Q NOS: Preposition :

- (i) Donot take Revenge ~~of~~ these slight injuries.
- (ii) He distributed money ~~among~~ the poor.
- (iii) His words do not correspond to his action. ✓
- (iv) Bureacrats consider themselves responsible ~~of~~ none. ✓
- (v) I was disappointed with Akram's insincerity. ✓

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Q NOS part-B: Punctuation

Early in the morning, ~~as~~ as the sun rose, i decided to go for walk. The air was fresh, and the birds were charming loudly. Suddenly, I saw a small dog running across the path. 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! You there are buddy. I have been looking looking for you everywhere."

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Translation

The most pleasant smell does not exist in a garden, but hides in heart's happiness. Sometimes, we search it in the most valuable things, but, in a reality, the largest happiness is the one that exists in the depth of the heart. It is not in an office or in a leisure life, but exists in a moment when our spirit touches the satisfaction of our success. We often ignore a little happiness and seek a larger one. However, when we hear our inner voice, we find real happiness in those things which are easily achievable.