

Pre-scis Mock

52/100

Q1. a

Garrulous: c ×

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Inexorable: d ✓

Extol: d ✓

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Obstreperous: b ×

Contort: b ×

Demure: d ×

Embolism: a ×

Harangue: c ×

Impassive: a ×

Labyrinth: c ✓

b

Transgression: b ×

Enerbate: a ×

Flout: c ✓

Coagulate: b ✓

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Daunt: a ✓

Bolster: d ✓

Amalgamate: b ✓

Propitious: c ✓

Prodigious: a ✓

Intimidate: a ✓

Q4.

Neither

1. ~~Neither~~ of the two sisters is coming to the party. ✓

2. The scenery of Kashmir is breathtakingly beautiful. ✓

3. The news is too good to be true.

4. The poet and philosopher is honoured for his works. ✓

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5. He is senior to me in the office. ✓

Q5.

1. His words do not correspond to his actions. ✓

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2. I was disappointed at Akram's insincerity. ✗

3. Bureaucrats consider themselves responsible to none. ✓

4. He distributed money among the poor. ✓

Type text here

5. I shall pass your message onwards when he gets free. ✗

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". 2

Qo a

Ingenious: Her ingenious plan forced everyone in the company to praise her as she prevented the company from great loss. ✓

Ingenuous: The ingenious look on her face forced everyone to help her do her tasks. ✓

Pour: She kept on pouring the tea until the cup was filled. ✓

Pore: To minimise the pores in her skin she went for a laser therapy. ✓

Setup: To setup a company the brothers worked day and night. ✓

Set upon: The new housing society was set upon by the richest man of the country. ✗

Placeable: She found out that the screw is not placeable in the machine. ✓

Palcable: To bring reforms palcable steps needs to be taken. ✗

Restive: Her restive nature cause her many problems.

✓

Restless: For her restless nature, she was forced to resign.

✓

b

At a stretch: She can do her chores at a stretch, without taking rest.

✓

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Break the ice: To break the ice ~~the~~ ~~people~~ someone has to initiate the talk.

✓

ASit in: She was in a sit in when she was informed of the tragic news.

✓

A bad lot: He was warned that his company consists of a bad lot, but he ~~still~~ continued to meet them.

Head over heels: She turned head over heels but could not find her ring.

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Q3

Q1. The experimental approach adopted by Nintendo is called "word-of-mouth" marketing. In this approach a group of mothers were chosen to spread the word about Wii - a gaming console. Though it was an experiment but its successful execution made it a marketing strategy which was adopted by other companies.

Q2. Walter Carl's stated that in order to succeed in the business the social and economics can combine together. Make people talk about the product in social gatherings. As people believe in each other's words therefore, they will buy the product and the company can make profit.

Q2. Internet can spread negative views ~~like~~ as fast as positive views. The problem with internet is if the product has negative faults people will share their

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experiences and as a will result in negative publicity. Thus, reducing sales and profit.

Q4. According to Peter Kim, Microsoft sent laptops to bloggers who were expected to review the software installed on it. However, it resulted in bad buzz, as the discussion online was not about the software 'Vista' but was on the morality of accepting gifts and the ~~ethics~~ ethics behind word-of-mouth marketing.

Q5. The challenge for marketers is to create the right buzz. After the creators create the right buzz the next challenge is to ~~create~~ ^{control} it. Hence, as Microsoft created the buzz but it was not about its software. The buzz was about ethics and morality, thus not marketing the actual product.

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Q7.

pleasant
~~pleasant~~

The world's greatest pleasant smell is not in any garden, but is hidden in the happiness of heart. Sometimes we search for the value of our life in things, but ~~in~~ ^{the} reality is that the biggest happiness resides is the one that resides in our hearts. The depths of our hearts. This happiness is not in any office or luxurious lifestyle but is in the moment when we touch our success and our soul feels the peace. Mostly we ignore the tiny-tiny happiness is our life and search for big successes. But when we start hearing the voice of our heart so we find out that actual happiness is in those things that we find easily. 4

Qa.

Churchill and the Declining Role of Orators 2

Orators once had been of great worth, however their role in future is absurd. With the growth of writing, printing, broadcasting and more people speaking in meetings the care given to ~~orator~~ ^{ornate} kind of speaking has declined. In the busy world less efforts are made to attain perfection in what people say.

7 However, Mr. Winston Churchill has added his name to the list of great orators. He has delivered speeches for more than fifty years. During his speeches he has given humans the highest level of human speech. Thus, many of his speeches will live as a memorial to his great oration and personality even if the role of orators decrease in future.