

Alina Ayoub-063

40/100

Question No: 01

(a)

Garrulous	Crossipy	✓
Ineroscible	Inevitable	✓
Extol	Energate	✗
Obstrepous	Palliate	✗
Contort	Stubborn	✗
Demure	Shy	✓
Embolism	Prevalent	✗
Harangue	Reign	✗
Impassive	Apathetic	✓
Labyrinth	Assiduous	✗

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(b)

Transgression	Observance	✓
Energate	Exhaust	✗
Coagulate	Dilute	✗
Downt	Encourage	✓
Bolster	Weaken	✓
Amalgamate	separate	✓
Propitious	Hopeless	✓
Prodigious	Small	✓
Intimidate	Help	✗

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Question No: 04

1- The scenery of Kashmir is breathtakingly beautiful.

3- I had seen him yesterday at the market

6- He is senior to me in the office.

7- The news is too good to be true.

1- Neither of the two sisters is coming to the party.

5- The poet and the philosopher are honoured for their works.

Question No: 5

2- He distributed money among the poor.

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4- His words do not correspond
to his actions. ✓

5- I was disappointed by
Akram's sincerity. ✗

7- Bureaucrats consider them-
selves responsible for none. ✗

1- Don't take revenge of
these slight injuries ✗

(B)

Punctuation

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

butly. I have been looking for you everywhere."

Question No: 06 (A)

1- Ingenious:

Dravidians were ingenious of Indus Valley Civilization

X

Ingenious:

Aryans were ingenious because they migrated to Indus Valley peacefully and blended their culture with the ingenious people.

X

2- Placable:

He is placable in his animosities and affectionate in his family.

X

Placeable:

This beautiful fountain is placeable in the garden.

✓

3- Restive:

✓ People were waiting for hours to get the free flow, but at the end they became restive.

Restless:

✓ She was restless because of being alone in night.

6- Casual:

✓ Two casual leaves are allowed to government employees in a month.

Causal:

✗ She was going to a concert without permission. This was the main causal of her parent's anger.

4- Setup:

✓ All this setup is for awareness of polio risks.

✗ **Set upon:** They set upon a journey to Makkah with ^{their} parents.

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(B)

1. **A bad lot:** Politicians
are a bad lot because
× they notorious of their
corrupt activities.

3. **A bolt from blue:**

Five

✓ in the Log Angeles is a bolt
from the blue for America.

Because, they are very conscious
about protectioning human and
infrastructure.

5. **Out and out:**

✓ His family
is out and out corrupt. No one
is innocent in them.

6. **At a stretch:**

✓ She can
drive for 5 hours at a
stretch. After that, she takes break.

8. **Break the Ice:** All were

✓ silent in the room, I broke the
ice by telling them about vacations.

Question No: 07

The world's biggest fragrance is not in a garden, but hides in the happiness of heart. Sometime, we search it in the precious things of our life, but in reality the biggest happiness is that we get from the core of our heart. This

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happiness is not in any office or luxuries of life but in the moment when we leave our successes to calm our souls. Often, we ignore small joys of our life and look for big successes. But when we start to heart our hearts then we discover that real happiness resides among the things which we get easily.

Question No: 3

(1)

1 The passage is discussing the experimental marketing approach as the "word-of-mouth" because the power of traditional advertising declines. After all, no form of advertisement carries as much weight as an endorsement from a friend.

(2)

* From Walter Coul's statement, we can infer that friends can use their social and economic ties for business advantages because friends are the best advocates for promotion.

(3)

Internet is magnifying the effect of positive and negative endorsements. Now, marketers need to create right

2

kind of buzz and control it.
So, if a product has flaws negative impacts spread as fast as positive ones, people will find them out.

(4)

When Microsoft sent laptops loaded with its new Windows Vista ~~and~~ (focused instead on the morality)^x to influential bloggers in an effort to ~~get~~ write about it but ignoring Vista they focused on gift accepting morality and ethics of word of mouth which was a bad buzz.

2

(5)

The main challenge for marketers is to create a right buzz for right customers. BuzzAgent, a controversial company is leading to word of mouth marketing by volunteer agents who receive free samples of products. They talk to their friends about them.

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and send back their thoughts.

This word of mouth response
that is created by a buzz is
useful for product development
and marketing.