

Question # 1 a

- 1- Acerbic X
- 2- Aspersion X
- 3- Florid X
- 4- Untamed ✓
- 5- wāenchi ✓
- 6- Prefere X 3
- 7- Disenthrell X
- 8- Reign X
- 9- Apathetic ✓
- 10- Active X

Question # 1 (b)

- 1- Observance ✓
- 2- Exhaust X
- 3- Scorn X
- 4- mend X 4
- 5- combine X
- 6- Weaken ✓
- 7- Separate ✓
- 8- Enrich X
- 9- Heartening X
- 10- Encourage ✓

99 _____ 99

Question # 4

- 1- Neither of the sisters is coming to the party ✓
- 2- The scenery of Kashmir is breathtakingly beautiful. ✓
- 3- It's have ~~met~~ him yesterday at the market 8
- 4- She has completed more projects than anyone in her team has completed or can complete ✓
- 7- The news is too good to be true. ✓
AA

Question # 5a

- 1- Don't take revenge over ~~over~~ these slight injuries.
- 2- He distributed money among ~~among~~ the poor.
- 7- Bureaucrats consider themselves responsible to none. ✓
- 8- I shall pass your message on ~~on~~ when he gets free.
- 3- Success consists of ~~of~~ determination.

Question # 5b

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." 4

Question # 6a

4- Setup: The play was about to start and the production team setup the stage perfectly.

Set upon: Hira did not pay attention to her surrounding and mistakenly, her foot set upon a broken glass piece.

5- Yoke: Hira's daughter does not like to eat whole egg, but only the yoke inside egg.

Yolk: The wedding started with a traditional entry of groom sitting over a yolk.

6- Casual: Hira does not take anything seriously, her casual attitude towards serious matters will cost her fortune.

× Causal: The wedding was called off and on enquiring everyone explained that the causal was groom's disrespectful behaviour towards bride.

7- Pour: Zeenat made delicious hot and sour soup, I asked her to pour some more in my bowl.

✓ Pore: Rida got some serious skin issues and the creams prescribed by the dermatologist caused her ^{more} open pores which she did not have before.

3- Restive: Her job requirements are not tough, so, she easily plans some restive activities on weekends.

✓ Restless: She was having bad feelings which made her restless whole night.

Question # 6b

7- Head over heels: She fall in love with her ~~classmate~~ head over heels for her new classmate after the first interaction. The same can be call a love at first sight.

8- Break the ice: The SCO summit conducted ~~at~~ in Pakistan and joined by Indian foreign minister is considered to be an opportunity to break the ice between two neighbouring states.

9- At a stretch: The short heighted Sara faced difficulty to reach the shelf while her tall brother considered ~~it~~ it to be at a stretch.

2- A sit in: The deal was not favourable, however, all the members left with no other choice than to a sit in till the end of the meeting.

1- A bad lot: The new batch of hockey team is nothing more than a bad lot because of their casual behaviour towards training and practice sessions.

4

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Question # 7

The biggest fragrances of the world is not in a garden, but it is hidden in the happiness of heart. Sometimes we search it in expensive things of our lives. But the reality is that the biggest happiness is the one which we find in depths of our hearts. This happiness is not in any office or in luxurious life. But it is in that moment when we feel satisfy our souls by achieving success. Most of the times we ignore little happiness of our lives and keep searching for huge successes. But when we listen to the voice of ~~our~~ our hearts, we get to know that the real happiness is in the things we get easily.

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Question # 3

Question # 3(1)

Answer

The experimental approach discussed in the passage is usage of word-of-mouth marketing technique. This was first time used by Nintendo in America to promote his video-game through hiring mothers to spread positives of his game called Wii. Later the same marketing technique was used by other companies for their product promotion. Thus, marketing through word-of-mouth, which was an experimental approach became a popular marketing tool.

Question # 3(2)

Answer.

It can be inferred from Walter Gil's statement that businesses can utilize society or social marketing by mixing it with economic means offering economic incentives at reasonable rates in society and use this to gain profit for business.

2

Question # 3(3)

Answer

The internet effects word-of-mouth marketing as it ~~can~~ can increase the effect ~~to~~ or reach to huge level. ~~with~~

The same was not possible before. As people have only access to their residing communities. But now internet has surpassed all traditional boundaries. Thus, this overreach to people is an effect of internet in word-of-mouth marketing.

1

Question # 3(4)

Answer

According to the Peter Kim, when Microsoft sent laptops to bloggers with pre-installed windows Vista, hoping that this will influence market bloggers to promote ~~to~~ Vista. However, bloggers instead of writing over windows Vista started a wholly different debate over ethics attached with accepting gifts. Thus, Microsoft's marketing technique did not serve its purpose and created a bad buzz.

3

Question # 3 (5)

Answer

The marketers face challenge in creating the effective and relevant word-of-mouth marketing and to ~~cont~~ know how to control it -

As in today's digitalized world, not only the positives of any product spread easily and rapidly but also the negatives of the product too. Thus, selecting the right buzz and knowing how to control it has become a challenge for ~~mark~~ marketers now.

✓

✓

✓

Question # 1

Oratory: A Legacy of Public Speaking

Oratory, an art of ~~spea~~ speaking languages has lost much of its charm as compare to past. Previously, people spent whole of their lives in development of oratory. However, with innovations in the field of written languages and increased number of speakers on official platforms, speaking language has overshadowed. As people with tough schedules left with less time and interests to work on their speaking skills. In history, there were many orators, who left their footprints in the legacy of oratory like, Sir Winston

1 Churchill. It was said that every word and idea he spoke were always well taken care of. He as participated in many national and international platforms. Where his communications and articulations of words will always serve as guiding principles to human ^{in the field of} public speaking and will be stored in history of the world under Sir Winston's legacy.

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Total words of Passage: 424
Total words of Preis: 143