

× Oratory of Sir Winston Churchill

The future of Oratory is difficult to predict as it is not given due attention. Unlike ancient times, today, people are not required to learn Oratory. The growth of written language and increase in number of speakers have reduced the importance of Oratory. Similarly, people in this busy era provide less attention towards learning Oratory. Sir Winston Churchill, the survivor from golden period of Oratory, always speaks in organised way balancing ideas and language. For many years he has addressed national and international forums and his speeches are ^{great} example of oratory which made him prominent figure of his time.

Qno 1 What is the experimental approach discussed in the passage?

Answer:

The experimental approach is the way of marketing and advertising products by sending the sample products to those networks who talk about the products to wider audience. They review the product and send back their thoughts for wider reach to help selling products.

Qno 2 What can we infer from Walter Carl's statement?

Answer: According to the Walter Carl's the word-of-mouth marketing blends both aspects in the business, that are social and economic advantages.

Qno 3 What is the effect of internet on word of mouth marketing?

Answer: The internet magnify the effect of acknowledgment. However, there must be a control over negative view. As on internet both positive and negative views are present, the marketers must focus on right kind of algorithm.

Qn4 According to Peter Lin -----

Answer:

1 According to Peter Lin, when Microsoft sent laptops to bloggers for a review of its new features and windows Vista software, the internet audience ignored the product and focused instead on morality of taking gifts questioning ethics resulting ~~in~~ negative impression.

Qnos What is the challenge for the marketers?

Answer:

x The challenge for the marketers is negative views and targetted audience and the response it generates. To address this, pre planning and arrangement before the sending the product is necessary to avoid these challenges.

Q no 4

Correct any five of the following.

7 - The news are too good to be true.

7 - The news is too good to be true.

✓

6 - He is senior than me in the office.

6 - He is senior to me in the office.

✓

5 - The poet and philosopher are honoured of...

5 - The poet and the philosopher are honoured

for their works. ✗

8

(2) Neither of the sisters are coming to the party.

(2) Neither of the sisters is coming to the party.

✓

(2) The sceneric of Kashmir is breathtakingly...

(2) The scenery of Kashmir is breathtakingly beautiful.

✓

Qnos

1) Don't take revenge for these slight injuries. ✓

2

2) He distributed money among the poor. ✓

5) A was disappointed in Akram's insincerity. ✗

7) Bureaucrats consider themselves responsible for none. ✗

4) His words do not correspond with his actions. ✗

Qnos (U)

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! Here you are, buddy, I've been looking for you everywhere".

Q no 07: