

Question #2:- (Recit)

Winston Churchill: The Legacy of
Oratory 2

The future of orators is uncertain, and the term 'oratory' is rarely used. In ancient times, orators considered their task highly valuable and saw it as shaping the future. They often willingly submitted themselves for scrutiny. Today, public speaking has declined, however Sir Winston Churchill stands out to be the greatest English orator in modern age. His nationally and internationally recognized speeches delivered over his fifty years career, demonstrate exceptional human communication and are examples of finest oratory in history.

Words in Recit: 121

Question #3:

Read passage and answer
the question.

Question #1:

The experimental approach discussed in the passage is Word-of-mouth marketing.

Initially, the strategy was considered

skeptical - However, with the passage of time,

traditional advertisements declined and experimental

approach became a popular approach. Companies

like Nestle, Sony and Philips also used similar

marketing.

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Question #2:

Walter Carl stated that combining social and economic aspects is beneficial

for business. It suggests that creating

social contacts and then using them

for economic purpose is a powerful

strategy for doing business. As, it fosters

trust and loyalty among customers, leading

to popularity and growth.

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Question #3:

The internet can magnify the effect

3 of word-of-mouth marketing - As, it allows opinions to be openly and widely spread. It has both negative opinions and positive view. Consequently, it benefits the business and makes it more powerful and efficient.

Question #4:-

4 Microsoft marketing campaign for Vista by reviews generated negative buzz. According to Peter Kim, the online discussion focussed more on ethics of accepting gift from Microsoft in response to their opinion, compromising the importance of product. It created a negative impact publically.

Question #5:-

The primary challenge for marketers is to create a positive and authentic buzz. Moreover, they had to efficiently manage the negative buzz - As, due to

Internet, both negative and positive buzz spread rapidly - So, the marketers need to be careful to encourage the positive buzz and avoid the negative one.

Question #4:

Correct Sentences.

- (1) I saw him yesterday in the market. ✓
- (2) He is senior to me in the office. ✓
- (3) The news is too good to be true. ✓
- (4) She has completed more projects than anyone in her class can complete. X
- (5) The poets and philosophers are honoured for their works. X

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Question #5(A)

Rewrite with preposition.

- (1) He distributed money among the poor. ✓
- (2) I was disappointed by Akram's insincerity. X
- (3) His words do not respond to his actions. ✓

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(4) Don't take revenge of these slight injuries X

(5) Success consists of determination X

Question # 6(B)

Punctuate the passage

4 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."

Question # 6(A):

I. **Yolk:** She separated the egg whites from the yolk.

Yoke: The harnessed the oxen with a yoke. ✓

II. **Casual:** I brought some casual wear from the Centaurus mall. ✓

Causal: Emission of CO_2 is the causal factor of air pollution. ✓

III. **Pous:** She poured the batter into the baking tray. ✓

Pore: The pores of her ^{face} skin opened ^{who} she washed her face with cold water. ✓

IV. **Set up:** She opened a new setup of woolen clothes inawalpindi. ✓

Set upon: I was set upon by a ^{stony} toy suddenly in the market. ✓

V. **Placable:** His friend seemed placable to me. ✓

Placeable: These books are placeable in the box. ✓

Question # 8(B)

I. A bolt from the blue:

The resignation of the chairman was a bolt from the blue for the party workers. ✓

II. Break the ice:

There was complete silence in the room, Alize broke the ice by suggesting to play cards. ✓

III. A bad lot:

William is not a bad lot, a bit aggressive. ✓

IV. Hobson's choice:

She had a hobson's choice to agree ^{to} their terms, otherwise she will leave her job. ✓

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V. At a stretch:

I can sit and wash clothes for hours at a stretch. ✓

Question #7: Translation

The greatest fragrance of the world is not in garden, but hidden in the joy.

of heart- Attimes, we search for the worth of our lives in material things.

But, in reality, the greatest happiness always lies in the depth of our heart-

✓

This joy is not in an office or in the luxurious life, it resides in those moments when we touch our achievements and feel our soul at peace. Often, we ignore the

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Small joys of our lives in search of big achievements- But when we listen to the voice of our heart, we discover that the real happiness lies in the things that we can achieve easily.

Question # 1(a)

- (1) Gossulous: Gossipy ✓
- (2) Inexorable: Inevitable ✓
- (3) Extol: Admire ✓
- (4) Obstreperous: Palliate ✗
- (5) Demure: Factious, Shy ✓
- (6) Embolism: ~~St~~ Blockage ✓

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(1)	Harangue:	Forceful	X	
(2)	Impassive:	Apathetic	✓	
(3)	Labyrinth:	Assiduous	X	X
(4)	Contort:	Shy	✓ X X	

Question # 1(b)

(1)	Transgression:	Conformity	X	
(2)	Energetic	Energize	✓	
(3)	Flout:	Accept	✓	
(4)	Coagulate:	Composure	X	5
(5)	Daunt:	Encourage	✓	
(6)	Bolster:	Weaken	✓	
(7)	Amalgamate:	Separate	✓	
(8)	Propitious	Colossal	X	
(9)	Prodigious	Assist	X	
(10)	Intimidate	Augment	X	