

DATE: \_\_\_/\_\_\_/\_\_\_

## ENGLISH PRECISE &amp; COMPOSITION

18/100

## QUESTION NO. 1

2 IMPORTANCE OF THE ART OF ORATORY

The oratory of the ancient times was focused on being involved in valuable tasks, but, the future of oratory is still a mystery.

They always involved themselves in challenging tasks, which shaped their future. However,

today importance of public speaking skills are not the priority. More focus is on

writing and there is little time for enhancement of public speaking skills. A great example of orators from the ancient times is Sir Winston Churchill, who will always be described among the prominent figures of his age.

## QUESTION NO. 2

## PART 1

The passage focuses on the new marketing strategy which is "word-of-mouth". Where companies volunteer agents to promote their products among their circle and in return they receive rewards.

0



## PART-2

0 Walter Carl, a marketing guru at Northeastern University, highlighted the marketing strategies of Amway and Tupperware, who ~~amalgamated~~ X the social and economic factors to promote their businesses. However, in this era of internet the effects of such endorsements can be magnified easily.

## PART-3

0 Facility of internet has played a great role in word-of-mouth marketing. It is an unstoppable way of marketing which not only promotes the positive side but also the X negative one. Due to which internet has laid positive effects on businesses with good products and negative effects on those trying to trap the customers.

## PART-4

2 The marketing campaign of Microsoft for Vista, turned out to be a ~~bad~~ downfall as the bloggers focused more on morals and ethics and ignored the vista. Peter Kim highlighted how the strategy turned out to be a bad buzz for Microsoft.



PART - 5

- 1 One of the major challenge for marketers is that one negative point of the product disseminated via internet or word-of-mouth results in loss of the major part of the business. Recent, influential bloggers focusing more on morality and ethics reject ~~the~~ the promotion of the products with defects which also turns out to be a loss for the businesses.

QUESTION NO. 7TRANSLATION

World's biggest fragrance is not in a garden, but it is hidden in the happiness of the heart. Sometimes we look for values of our lives in things, however, the biggest happiness is the one we get from the depth of our hearts. Such happiness is not found in offices or luxurious life, but ~~than~~ in the moments we become successful and feel the comfort in our souls. Mostly we ignore the little pleasures of our life and focus on big accomplishments, but, when we listen to the voice of our hearts, we realize that real happiness lies in the things we get easily.



QUESTION NO. 5 (4)

- ① Don't take revenge for ✓ these slight injuries.  
 ② He distributed money among the poor. 3  
 ③ Success consists of determination. ✗  
 ④ His words do not correspond to his actions. ✓  
 ⑤ I was disappointed by Akran's insincerity. ✗

Q. 5 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~~ 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."

