

**ASSESSMENT # 2****Total Marks: 30****Answer the following questions:****Q: 1:** Short Questions (15)

- I. What is Customer Service? Why is it important?
- II. What is the difference between up-selling and cross-selling?
- III. Describe the various phases of the Value-Added Sale.

**Q: 2:** Discuss the main types of Performance Reviews in detail. (7)**Q: 3:** Write a note on "Value-Added Sale". (8)