

ASSESSMENT #18

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)