

**ASSESSMENT # 2****Total Marks: 30**

Answer the following questions:

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