

ASSESSMENT # 3

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)**