

**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)**