



- 7 The type of sources of conflicts are:  
A Role conflict  
B Organization conflict  
C Interclient conflict  
D All of the above
- 8 The two types of performance inherent in frontline service jobs are  
A Quality  
B Productivity  
C None of the above  
D Both a and b
- 9 Pricing strategies consists of  
A discounting  
B everyday prices  
C couponing  
D all of the above
- 10 Tiered value offerings have :  
A Different versions of product  
B Different category of services  
C Different price range  
D All of the above

**Part – B (Do as Directed)**

**(05)**

**Define the following terms:**

- 1 Market Segmentation
- 2 Marketing communications mix
- 3 Service guarantee
- 4 Service marketing system
- 5 CLV

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