

- 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

downloaded from
StudentSuvidha.com