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Definition Questions. One type of question a student will see on a service marketing exam focuses on providing strong definitions. Examples include defining service marketing, defining service loyalty or customer loyalty, and distinguishing between service marketing and product-based marketing, including five or more differences and similarities. An evaluator will ask these basic questions to ensure that the student has understood the content taught during the course.

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Circle your multiple choice answers on the answer sheet attached to this paper. Place the entire examination paper, together with the answer sheet, in your examination answer script. Write your name and student number on the answer sheet that is on the final page of this examination paper. 1.

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