**NAME(S):………………………………………………………………………………………**

1. **MARKETING RESEARCH – QUESTIONNING IN SERVICES**

**ACTIVITY/TASK**

* Your task is to determine advantages and disadvantages of various techniques of questioning in the area of services.

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| --- | --- | --- |
| **Technique** | **Advantages** | **Disadvantages** |
| **Face to face** |  |  |
| **Postal**  |  |  |
| **Telephone** |  |  |
| **Online**  |  |  |