

THE CLIENT / CUSTOMER - EXAMINATION QUESTIONS

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USEFUL LINK: <https://technologystudent.com/prddes1/custom1.html>

1. What is the difference between a CUSTOMER and a CLIENT ? **6 marks**

2. What is the difference between a SERVICE INDUSTRY and MANUFACTURING INDUSTRY ? Give an example of a service and manufacturing industry to help explain your answer. **6 marks**

3. Advertising campaigns are not always successful. Give an example of an advertising campaign that you consider as being successful.

Describe the product / service the campaign was trying to promote / sell.
Explain the nature of the advertising campaign (TV Adverts, Internet etc.....)
Explain why you think the advertising campaign was successful. **6 marks**
