

## Return Policies

Review the two sample return policies shown in Figure 2-3 of the text, and then respond to the following questions.

1. *What do you expect in the way of service when you need to return or exchange an item?* \_\_\_\_\_

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2. *How would you feel if you tried to return a product and were presented with policy No. 1? Why?* \_\_\_\_\_

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3. *How would you feel about policy No. 2? Why?* \_\_\_\_\_

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4. *What do you think the organization is trying to accomplish with policy No. 1? Why do you believe this?* \_\_\_\_\_

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5. *What do you believe the organization is trying to accomplish with policy No.2? Why do you believe this?* \_\_\_\_\_

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