

CBSE – DEPARTMENT OF SKILL EDUCATION

SALESMANSHIP (SUBJECT CODE (831))

Sample Question Paper

Class XII (Session 2019–2020)

Time: 3 Hours

Max. Marks: 60

General Instructions:

- This Question Paper consists of two parts viz. Part A: Employability Skills and Part B: Subject Skills.*
- Part A: Employability Skills (10 Marks)**
 - Answer any 4 questions out of the given 6 questions of 1 mark each.*
 - Answer any 3 questions out of the given 5 questions of 2 marks each.*
- Part B: Subject Skills (40 Marks):**
 - Answer any 10 questions out of the given 12 questions of 1 mark each.*
 - Answer any 5 questions from the given 7 questions of 2 marks each.*
 - Answer any 5 questions from the given 7 questions of 3 marks each.*
 - Answer any 3 questions from the given 5 questions of 5 marks each.*
- This question paper contains 42 questions out of which 30 questions are to be answered.*
- All questions of a particular part/section must be attempted in the correct order.*
- The maximum time allowed is 3 hrs.*

PART A: EMPLOYABILITY SKILLS (10 MARKS)

Answer any 4 questions out of the given 6 questions of 1 mark each:

1.	What is kept on ----- table. (a) An (b) the (c) of (d) a	(1)
2.	The chemist shop is right next-----the hospital.(for, to)	(1)
3.	WWW stands for-----. (a) Whole World Web (c) World Wide Web (b) World With Web (d) Web Web Web	(1)
4.	Name any two softwares used for creating presentation.	(1)
5.	What is meant by basic personality trait?	(1)

6.	Full form of 3 Rs (a) Reduce, Reuse, Recycle (b) Reduce, Refuse, Recycle (c) Replace, Refuse, Recycle (d) Reduce, Reuse, Restore	(1)
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Answer any 3 questions out of the given 5 questions of 2 marks each:

7.	Why is business planning important for an entrepreneur?	(2)
8.	List down the different kinds of non- verbal communication	(2)
9.	In SMART goals, what does 'S, M, A, R, T' stands for?	(2)
10.	List the different ways in which text can be formatted in the following ways: (a) Made 'Bold' (b) Font made 'Bigger' in size	(2)
11.	Explain the role of energy auditors.	(2)

PART B: SUBJECT SKILLS (50 MARKS)

Answer any 10 questions out of the given 12 questions:

12.	Large scale _____ is not possible in the absence of a proper sales organisation. (a) sales (b) production (c) distribution (d) packaging	(1)
13.	The work of setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives is known as (a) Selling (b) Sales policy (c) Sales programme (d) Sales planning	(1)
14.	Gold Souk is an example of ----- (a) Speciality Store (b) Speciality Mall (c) Wholesaler (d) Store Based Retailing	(1)
15.	The standard amount of the company's total product that must be sold by a salesperson is classified as	(1)

	<ul style="list-style-type: none"> (a) Sales contest (b) Expense quota (c) Production quota (d) Sales quota 	
16.	<p>Salespeople spend most of their time doing which of the following activities?</p> <ul style="list-style-type: none"> (a) Face-to-face selling (b) Telephone selling (c) Travelling (d) Administrative tasks 	(1)
17.	<p>Projection on the basis of past records is a method of</p> <ul style="list-style-type: none"> (a) Value analysis (b) Sales forecasting (c) Standard appraisal (d) Sales MBO 	(1)
18.	<p>Flipkart is an E-commerce company based in</p> <ul style="list-style-type: none"> (a) USA (b) UK (c) Germany (d) India 	(1)
19.	<p>Effective territory design and allocation of salespeople to territories results in</p> <ul style="list-style-type: none"> (a) Improved sales force performance (b) Improved company performance (c) Both (a) and (b) (d) None of the above 	(1)
20.	<p>Sales managers find the task of motivating salespeople difficult and important due to</p> <ul style="list-style-type: none"> (a) Changes in marketing environment (b) Conflicting company objectives (c) Unique nature of the sales job (d) All of the above 	(1)
21.	<p>Which of the following stores sells a number of brands under one roof and the store is divided into various departments ?</p> <ul style="list-style-type: none"> (a) Convenience store (b) Departmental store (c) Chain store (d) Cooperative store 	(1)
22.	<p>----- is an estimate of the time and efforts required by the salesperson to cover each geographic control unit.</p>	(1)

	(a) Salesperson workload (b) Selecting geographic control unit (c) Account analysis (d) Combined geographic control units	
23.	----- management involves the selection and use of organisational rewards to direct the behaviour of sales people towards the attainment of organisational objectives	(1)

Answer any 5 questions out of the given 7 questions of 2 marks each:

24.	How are Budget Sales Quota classified? Explain	(2)
25.	Highlight the two major problems faced by companies in managing the territory?	(2)
26.	State the first two stages of motivation.	
27.	State any two functions of a sales organisation	(2)
28.	What is meant by “In –Store Based Selling”?	(2)
29.	Why are sales quotas required?	(2)
30.	What are the characteristics of a Super Market?	(2)

Answer any 5 questions out of the given 7 questions of 3 marks each:

31.	Explain the various types of Sales Organisation	(3)
32.	What are the advantages of on- line retailing.	(3)
33.	Explain the importance of sales organisation	(3)
34.	What are the disadvantages of straight salary plan?	(3)
35.	State any three purposes of having sales territories	(3)

36.	What is meant by extrinsic motivation? Explain it with the help of an example.	(3)
37.	Explain briefly any three advantages of line and staff type of sales organisation.	

Answer any 3 questions out of the given 5 questions of 5 marks each:

38.	Describe the steps in territory planning.	(5)
39.	Explain the various components of motivation.	(5)
40.	What is non compensation rewards? Discuss the main types of non financial compensation.	(5)
41.	Sales structure is affected by various factors. What are they?	(5)
42.	“Why is sales person’s job not over even after getting an order? “Describe briefly.	(5)