

CBSE | DEPARTMENT OF SKILL EDUCATION

SALESMANSHIP (SUBJECT CODE -831)

Blue Prints for Sample Question Paper for Class XII (Session 2020-2021)

Max. Time: 3 Hours

Max. Marks: 60

PART A - EMPLOYABILITY SKILLS (10 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	
1	Communication Skills-IV	1	1	2
2	Self-Management Skills-IV	2	1	3
3	Information and Communication Technology Skills-IV	1	1	2
4	Entrepreneurial Skills-IV	1	1	2
5	Green Skills-IV	1	1	2
TOTAL QUESTIONS		6	5	11
NO. OF QUESTIONS TO BE ANSWERED		Any 4	Any 3	
TOTAL MARKS		1 x 4 = 4	2 x 3 = 6	10 MARKS

PART B - SUBJECT SPECIFIC SKILLS (50 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANS. TYPE QUES.- I	SHORT ANS. TYPE QUES.- II	DESCRIPTIVE/ LONG ANS. TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	3 MARKS EACH	4 MARKS EACH	
1	Sales Organization	8	1	1	-	10
2	Inside Selling/Store Based retailing	8	1	1	1	11
3	Field Selling	9	1	1	2	12
4	Motivation and component of Motivation	8	2		2	12
TOTAL QUESTIONS		32	5	3	5	45
NO. OF QUESTIONS TO BE ANSWERED		26	Any 3	Any 2	Any 3	
TOTAL MARKS		1 x 26 = 26	2 x 3 = 6	3 x 2 = 6	4 x 3 = 12	50 MARKS

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Sample Question Paper for Class XII (Session 2020-2021)

Max. Time: 3 Hours

Max. Marks: 60

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **24 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section has 06 questions.
 - ii. There is no negative marking.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section contains 18 questions.
 - ii. A candidate has to do 11 questions.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	Active listening has following steps: a) Contact; b) Absorb; c) Reflective feedback; d) All of these	1
ii.	This type of personality disorder is characterized by extreme professionalism, order and neatness: a) Dependent; b) Schizoid; c) Paranoid; d) Obsessive	1
iii.	State the steps for inserting cells on Computer Applications	1
iv.	Sudhir started busines of garments. He was doing reasonably well in the domestic market therefore he wanted to expand in the global market. He had great suppliers to supply him required materials. But Sudhir wasn't sure that he will be able to penetrate in global market due to shortage of funds and lack of technical knowledge about export procedures. Hence, he shelved his plans and paid more attention to domestic market. Name two barriers which restricted Sudhir in becoming global entrepreneur	1
v.	The 4 R's of sustainable development don't include: a) Reuse; b) Reduce; c) Refuse; d) Remember;	1
vi.	Out of the following which one is not a source of motivation: a) Fights; b) Music; c) Books; d) Dreaming big	1

Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i.	Which are Fast Moving Consumer Goods	1
ii.	This type of Sales Organization creates "Yes Man": a) Line and Staff organization; b) Functional Organization; c) Product Organization; d) Line Organization;	1
iii.	An Organization which is a combination of Product function and geography: a) Committee Type; b) Trade Type; c) Hybrid Organization; Line Organization;	1
iv.	This type of Sales Organization maybe overseas and internal in case of a firm selling both internally and overseas. It is also known to be geographical type of organization. Railways is the best example of this type: a) Committee Type; b) Territorial Type;	1

	c) Product Type; d) Hybrid Type;	
v.	The size of this store is between 800-5000 sq. feet: a) Hyper Market; b) Specialty Stores; c) Convenience Stores; d) Super Markets	1
vi.	Rajesh carries goods on wheel cart and moves from place to place to sell his goods at the doorstep of the customers. He deals in fruits and vegetables, pickles and spices. Rajesh is operating in which sector of retailing: a) Organized; b) Unorganized; c) Both; d) None of the above	1
vii.	The Hypermarket Format is the latest and most appearing Concept that has hit the Indian consumer. This format is: a) Drive-away destination; b) Is normally very large in size; c) Similar to wholesale format; d) All of the above;	1

Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	Store based retailing includes: a) Direct Selling; b) ATM; c) Discount Stores; d) Online Retailing;	1
ii.	Sales Performance can be evaluated on the basis of: a) Individual to District; b) Sales Quotas; c) Customers; d) Market Coverage;	1
iii.	'ABC Analysis' is a technique of evaluating: a) Sales Potential; b) Control Unit; c) Territory shape; d) Controlling Sales Unit;	1
iv.	When the clients are distributed evenly throughout the area, the sales manager chooses this shape of territory: a) Hopscotch; b) Cloverleaf c) Wedge; d) Circle;	1
v.	Mohit Arora is a successful Salesman at Reliance Limited. Excelling in field selling, in Delhi region he secures maximum orders and commission on the basis of his performance and skill. Management shifts him to Kerala, where business was at a slower pace than Delhi. Mohit being North- Indian wasn't able to get through the South-India so well and failed to get more orders and increase the Sales margins. What basic skill he was lacking to excel in field selling in Kerala.	1

vi.	'A certificate of appreciation' is which type of Reward: a) Recognition; b) Company's perks; c) Job Security; d) Knowledge of Results	1
vii.	Despite lot of job retrenchment due to Covid-19, employees are assured of their jobs by Tata Consultancy. Name the type of reward.	1

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Bonuses are usually used to direct efforts towards relatively short-term objectives, such as introducing: a) New products; b) Adding new accounts; c) Both;	1
ii.	Since more sales means more commission, sales people sometimes extend more sales credit to: a) Unworthy customers; b) Worthy Customers;	1
iii.	_____Sector refers to trading activities undertaken by licensed retailers.	1
iv.	Today's consumer is more _____ and _____.	1
v.	It is necessary for specialty store to have _____ program.	1
vi.	The main objective of a Sales Organization is to effect _____	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	A Sales Organization aims at economic distribution of _____ and _____	1
ii.	Name the type of Sales Organization which is characterized by Inter-departmental conflicts.	1
iii.	ABZ mall comes up with number of sales promotion techniques during festive seasons like Diwali, Holi, Dussehra, Independence Day etc. to boost up their sales. This indicates that size and structure of a sales organization is also influenced by the _____ and _____.	1
iv.	Organization Rewards can be classified into two categories _____ and _____	1
v.	Give one difference between Product Sale and Solution Sale.	1
vi.	A _____ Salesman is extremely dedicated to become top performer.	1

Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Rohan and Mohan both work as Salesman in Jio Mart. Rohan always aims at earning more commission to finance his daughter's higher education whereas Mohan wants promotion in the management hierarchy. Both get stimulated by different incentives because motivation is a _____ phenomenon.	1
ii.	Define Sales Territories.	1
iii.	Good Territorial design plus smart sales person assignment helps in building confidence and higher _____	1
iv.	What does Account analysis mean	1
v.	The Sales Quotas should be _____, fair and attainable.	1

i.	_____ store has size about 300 sq feet.	1
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SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)

Answer each question in 20 – 30 words.

Q. 7	Give two advantages of Straight Salary as Compensation Reward.	2
Q. 8	What does 'Knowledge of Results' means?	2
Q. 9	State any 2 disadvantages of Trade type Sales Organization.	2
Q. 10	Give any two differences between Organized and Unorganized Sector.	2
Q. 11	Define Wedge type Sales territories.	2

Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)

Q. 12	State any difference between store based and non store based retailing.	2
Q. 13	State any two key responsibilities of a Retail in-Store Product Demonstrator.	2
Q. 14	Organisation in general makes either product sales or solution sales.' Explain.	2
Q. 15	Explain any two pre-requisites of field salesman	2
Q. 16	What is cloverleaf? Explain.	2

Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)

Q. 17	What role does product-related and services related factors play in determining Sales Structure of an enterprise? Give example too.	3
Q. 18	Explain Factory Outlets as Store based Retailing.	3
Q. 19	What are the activities involved in field selling? Explain	3

Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)

Q. 20	As a facilitator Sales Person performs many functions. Explain any 4 of them.	4
Q. 21	"Setting up Sales Territories is a Systematic Process which requires certain chronological Steps". Explain them.	4
Q. 22	"Establishing Sales Territories does not serve any purpose". Comment. Give 4 suitable reasons in support of your answer.	4
Q. 23	Differentiate between Compensation and Non-Compensation Rewards. Any 4 points	4
Q. 24	What do you understand by salary plus incentive plans? What are its various advantages? (1+3)	4