

CBSE | DEPARTMENT OF SKILL EDUCATION

SALESMANSHIP (SUBJECT CODE-831)

CLASS XI (SESSION 2021-2022)
BLUE-PRINT FOR SAMPLE QUESTION PAPER FOR TERM -1

Max. Time Allowed: 1½ Hours

Max. Marks: 30

PART A - EMPLOYABILITY SKILLS (05 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS (1 MARK EACH)
1	Communication Skills-III	2
2	Self-Management Skills-III	2
3	Information and Communication Technology Skills-III	2
TOTAL QUESTIONS		6 Questions
NO. OF QUESTIONS TO BE ANSWERED		Any 5 Questions
TOTAL MARKS		1 x 5 = 5 marks

PART B - SUBJECT SPECIFIC SKILLS (25 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS (1 MARK EACH)
1.	Salesmanship	16
2.	Essentials Of Sales	16
TOTAL QUESTIONS		32 Questions
NO. OF QUESTIONS TO BE ANSWERED		25 Questions
TOTAL MARKS		1 x 25 = 25 MARKS

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SAMPLE QUESTION PAPER FOR TERM -1

Max. Time Allowed: 1½ Hours

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General Instructions:

1. Please read the instructions carefully
2. This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.
3. Section A is of 05 marks and has 06 questions on Employability Skills.
4. Section B is of 20 marks and has 25 questions on Subject specific Skills.
5. Section C is of 05 marks and has 07 competency-based questions.
6. Do as per the instructions given in the respective sections.
7. Marks allotted are mentioned against each section/question.
8. All questions must be attempted in the correct order

SECTION A

Answer any 5 questions out of the given 6 questions on Employability Skills

(1 x 5 = 5 marks)

1.	_____ honest man has to face lots of struggle in life. (a) a (b) an (c) of (d) the	1
2.	Every person has a unique communication style, people who are characterised by passive communication style usually (a) fail to express their feelings and display lack of eye contact & poor body posture (b) speak in loud & demanding voice and maintain eye contact (c) communicate with body language (d) express their needs, desires, ideas and feelings while considering the needs of others.	1
3.	The keyboard shortcut for the command 'save' is _____. (a) Alt+ S (b) Shift + S (c) Ctrl + S (d) Shift + Ctrl + S	1

4.	The _____ comprises of goals, objectives , operating guidelines, performance measures and role specification of team members (a) Team Norms (b) Team Cohesion (c) Team Process (d) Team Structure	1
5.	Dressing and grooming are important because they _____. (a) make us look decent and respectable (b) Reduce our self confidence (c) Demote our self-respect (d) Makes us unrepresentable	1
6.	Name the bar that is placed at the top of the Writer window and displays the currently opened document. (a) Menu Bar (b) Title Bar (c) Scroll Bar (d) Status Bar	1

SECTION B

Answer any 20 questions out of the given 25 questions

(1 x 20 = 20 marks)

7.	Mental State Selling is also known as _____. (a) AIDA model (b) Transition Selling (c) Relationship Selling (d) Value Added Selling	1
8.	Bread and Butter are examples of : (a) Capital Goods (b) Durable Goods (c) Consumer Goods (d) Producer Goods	1
9.	Salespeople who mainly seek repeat sales. (a) Order Takers (b) Order Creators (c) Order Getters (d) Missionary Salesperson	1

10.	<p>Unsought Products are :</p> <p>(a) Bought immediately without much comparison or buying efforts.</p> <p>(b) Either not known to the consumer or he does not want to buy them under normal conditions.</p> <p>(c) Bought after comparing the quality, price and features.</p> <p>(d) characterised by unique features.</p>	1
11.	<p>Identify the most rewarding promotional tool for a business organisation from the following :-</p> <p>(a) Publicity</p> <p>(b) Advertising</p> <p>(c) Sales Promotion</p> <p>(d) Personal Selling</p>	1
12.	<p>Salesperson without _____ knowledge is just like body without soul.</p> <p>(a) Demand</p> <p>(b) Product</p> <p>(c) Market</p> <p>(d) Customer</p>	1
13.	<p>The salesman should not have the following qualities.</p> <p>(a) Good Communicator</p> <p>(b) Good Listener</p> <p>(c) Convincing</p> <p>(d) Should be argumental</p>	1
14.	<p>The consumers spend more time and effort in gathering information and comparing various attributes of a product before purchasing _____ products.</p> <p>(a) Speciality</p> <p>(b) Shopping</p> <p>(c) Unsought</p> <p>(d) Convenience</p>	1
15.	<p>_____ refers to demand for a good or service that a customer is unable to satisfy because he is unable to identify it.</p> <p>(a) Effective Demand</p> <p>(b) Negative Demand</p> <p>(c) Declining Demand</p> <p>(d) Latent Demand</p>	1
16.	<p>The salesman is able to create an “environment friendly image “of the company if has complete knowledge of _____ adopted by the company.</p> <p>(a) Pricing Policy</p> <p>(b) Production Policy</p> <p>(c) Distribution Policy</p> <p>(d) Sales Promotion Policy</p>	1

17.	<p>“There is no fixed way of convincing the customer, a good salesperson should be able to adapt himself to a variety of customers.” Identify the quality of a salesperson highlighted here.</p> <p>(a) Courtesy (b) Flexibility (c) Originality (d) Curiosity</p>	1
18.	<p>Which type of customers contribute to a firm's growth by recommending the product to their friends and family?</p> <p>(a) Loyal Customer (b) Discount Customer (c) Potential Customer (d) Institutional Customer</p>	1
19.	<p>The letter ‘D’ in AIDA stands for _____.</p> <p>(a) Dealer (b) Demand (c) Desire (d) Discount</p>	1
20.	<p>The salesperson can collect information regarding competitors and other industry updates from various retail surveys, reports of ASSOCHAM and NASSCOM, reports of private researchers and _____.</p> <p>(a) Trade Journals (b) Newspapers (c) Magazines (d) Newsletters</p>	1
21.	<p>Name the personal selling approach that is most suitable when the buyer is unprofessional and has less knowledge.</p> <p>(a) Mental State Approach (b) Problem solving Approach (c) Need Satisfaction Approach (d) Stimulus Response Selling Approach</p>	1
22.	<p>A technical salesperson should have complete knowledge about</p> <p>(a) Technical parts (b) Physical appearance of the customer (c) Aware of mother tongue of the customer (d) Nature of the customer.</p>	1
23.	<p>The frontline salespeople who persuade a customer to make purchase are referred as :</p> <p>(a) Order Getters (b) Order Creators (c) Inside Order Taker (d) Field Order Taker</p>	1

24.	_____ is the practice of encouraging the customers to buy related or complementary items. (a) Up Selling (b) Cross Selling (c) Direct Selling (d) Online Selling	1
25.	Problem Solving Approach can be used by a salesperson to sell _____. (a) Cars (b) Set top Box (c) Water Purifier (d) Insurance Policy	1
26.	The Salesman must know who is his employer, the president, the vice president, the treasurer, the secretary and the general manager of the company as It may help him in : (a) answering random queries at sales presentation (b) advertising and promoting the goods (c) convincing and persuading the buyer (d) reconciling his efforts to the requirement of situation	1
27.	The salespeople like medical representatives and architects are categorised as _____ salespeople. (a) Consumer (b) Technical (c) Missionary (d) New Business	1
28.	A _____ is used by a company to inform the target customer and salesman about its products or services. (a) Report (b) Manual (c) Circular (d) Brochure	1
29.	“Personal selling along with other marketing elements, is a means for implementing marketing programmes.” Identify the nature of personal selling highlighted through this statement. (a) Relationship Building (b) Broader Concept (c) Flexible approach (d) Understanding needs	1

30.	<p>The _____ and _____ of salesmen play an important role to convince a buyer to buy a specialty product.</p> <p>(a) honesty and integrity (b) health and speech (c) skill and knowledge (d) appearance and personality</p>	1								
31.	<p>Match the following qualities of a salesperson :-</p> <table border="0"> <tr> <td>(a) Physical Quality</td> <td>Have desire to help their customers</td> </tr> <tr> <td>(b) Ambitious</td> <td>Interested in moving ahead with company</td> </tr> <tr> <td>(c) Courtesy</td> <td>Keen to learn more about his goods & customers</td> </tr> <tr> <td>(d) Curiosity</td> <td>Have good appearance and an impressive personality</td> </tr> </table> <p>(a) iv, i, ii, iii (b) i, iv, iii, ii (c) iii, ii, iv, i (d) iv, ii, i, iii</p>	(a) Physical Quality	Have desire to help their customers	(b) Ambitious	Interested in moving ahead with company	(c) Courtesy	Keen to learn more about his goods & customers	(d) Curiosity	Have good appearance and an impressive personality	1
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SECTION C
(COMPETENCY BASED QUESTIONS)

Answer any 5 questions out of the given 7 questions

(1 x 5 = 5 marks)

32.	<p>ASSERTION (A) : The Salesmen are made not born. REASON (R) : The art of salesmanship depends upon the personality and skills of the salesman.</p> <p>(a) Both the statements (A) and (R) are correct and (R) is the right explanation of (A) (b) Both the statements (A) and (R) are correct but (R) is not the right explanation of (A) (c) Statement (A) is correct but statement (R) is incorrect (d) Both statements (A) and (R) are incorrect</p>	1
33.	<p>Raj Kishore, a salesperson in a large retail store, is very popular among his customers for his dealing style. He listens to his customers to understand their needs and then informs them about the products that can benefit them, then he closes the deal. Identify the personal selling approach adopted by him from the following : -</p> <p>(a) Mental State Approach (b) Problem Solving Approach (c) Need Satisfaction Approach (d) Consultative Selling Approach</p>	1

34.	<p>Mira is a salesperson who believes to work in collaboration with customer to achieve their goals. She first understands prospects needs and then try to address them in it</p> <p>(a) Consultative selling (b) AIDA Theory (c) Need satisfaction (d) Problem solving</p>	1								
35.	<p>Assertion (A) Personal selling is two way communication. Reason (R) Salesmen are known for persuading the customer and creating demand for a product or service.</p> <p>a) Both (A) and (R) are true and (R) is the correct explanation of (A) b) Both (A) and (R) are true but (R) is incorrect explanation of (A) c) (A) is True but (R) is False d) (A) is False but (R) is True</p>	1								
36.	<p>The salesman must have _____ knowledge for selling industrial goods like machines, pumps, motors or engines etc.</p> <p>(a) Professional (b) Managerial (c) Technical (d) Intellectual</p>	1								
37.	<p>_____ is a seller initiated effort that provides buyers with information and motivates or persuades them to make favorable buying decisions concerning the seller's products or service.</p> <p>(a) Salesmanship (b) Personal Selling (c) Online Selling (d) Field Selling</p>	1								
38.	<p>Match the following : -</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">a) New Consumer</td> <td style="width: 50%;">i. Purchase heavy farm equipment or machines</td> </tr> <tr> <td>b) Impulsive Consumer</td> <td>ii. Has just bought something</td> </tr> <tr> <td>c) Industrial Consumer</td> <td>iii. Buy in bulk & have better bargaining power</td> </tr> <tr> <td>d) Institutional Consumer</td> <td>iv. Instantly buy the product</td> </tr> </table> <p>(a) i, iv, ii, iii (b) ii, iv, i, iii (c) iii, i, iv, ii (d) iv, ii, i, iii</p>	a) New Consumer	i. Purchase heavy farm equipment or machines	b) Impulsive Consumer	ii. Has just bought something	c) Industrial Consumer	iii. Buy in bulk & have better bargaining power	d) Institutional Consumer	iv. Instantly buy the product	1
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