

CBSE | DEPARTMENT OF SKILL EDUCATION

SALESMANSHIP (SUBJECT CODE-831)

CLASS XII (SESSION 2021-2022) MARKING SCHEME FOR TERM -1

Max. Time Allowed: 1½ Hours

Max. Marks: 30

SECTION A

Answer any 5 questions out of the given 6 questions on Employability Skills (1 x 5 = 5 marks)

1.	a. Sounds	1
2.	b. PDF	1
3.	d. Spreadsheet	1
4.	d. Demonstrate	1
5.	c. Conscientiousness	1
6.	b. ii, iv, i, iii	1

SECTION B

Answer any 20 questions out of the given 25 questions (1 x 20 = 20 marks)

7.	a. Sales	1
8.	c. Retailer	1
9.	d. Mom & Pop shops	1
10.	c. India	1
11.	b. 25% - 75%	1
12.	c. Department Stores	1
13.	a. Hiring Better Skilled Executives	1
14.	b. One Man Firm	1
15.	a. Intensive Distribution	1
16.	d. Industrial & Technological	1
17.	a. ii, iv, i, iii	1
18.	c. Water Purifiers	1
19.	d. Duplication of Efforts & Increased Expenses	1
20.	b. Maintaining Registers	1
21.	b. Hypermarket	1
22.	a. Demand	1
23.	c. 85	1
24.	a. Consumer & Marketer	1
25.	b. Authority Flowing Downward	1

26.	d. Metro Cash & Carry	1
27.	c. ii, iii, iv, i	1
28.	b. Brick & Motor Retailing	1
29.	c. Simple	1
30.	d. Territory	1
31.	b. Firms with Large Product Portfolio	1

SECTION C
(COMPETENCY BASED QUESTIONS)

Answer any 5 questions out of the given 7 questions

(1 x 5 = 5 marks)

32.	a. Both the Statements (A) & (R) are correct and (R) is the Right Explanation of (A)	1
33.	a. Stock	1
34.	b. Committee Sales Organisation	1
35.	d. Convenience Stores	1
36.	c. Buck Passing of Responsibility	1
37.	d. Large & Complex	1
38.	b. Group Manager	1