

CBSE | DEPARTMENT OF SKILL EDUCATION

SALESMANSHIP (SUBJECT CODE-831)

CLASS XI (SESSION 2021-2022)

MARKING SCHEME OF SAMPLE QUESTION PAPER 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.	b) an	1
2.	a) fail to express their feelings and display lack of eye contact & poor body posture	1
3.	c) Ctrl + S	1
4.	d) Team Structure	1
5.	a) make us look decent and respectable	1
6.	b) Title Bar	1

SECTION B

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

7.	a) AIDA Model	1
8.	c) Consumer Goods	1
9.	a) Order Takers	1
10.	b) Either not known to the consumer or he does not want to buy them under normal conditions	1
11.	d) Personal Selling	1
12.	b) Product	1
13.	d) Should be argumental	1
14.	b) Shopping	1
15.	d) Latent Demand	1
16.	b) Production Policy	1
17.	b) Flexibility	1
18.	a) Loyal Customer	1
19.	c) Desire	1
20.	a) Trade Journals	1
21.	d) Stimulus Response Selling Approach	1
22.	b) False	1
23.	a) Order Getters	1
24.	b) Cross Selling	1

25.	d) Insurance Policy	1
26.	a) answering random queries at sales presentation	1
27.	c) Missionary	1
28.	d) Brochure	1
29.	b) Broader Concept	1
30.	c) Skill & Knowledge	1
31.	d) iv, ii, i, iii	1

SECTION C
(COMPETENCY BASED QUESTIONS)

Answer any 5 questions out of the given 7 questions

(1 x 5 = 5 marks)

32.	b) Both (A) & (R) are correct but (R) is not the right explanation of (A)	1
33.	c) Need Satisfaction Approach	1
34.	a) Consultative selling	1
35.	b) Both (A) & (R) are true but (R) is incorrect explanation of (A)	1
36.	c) Technical	1
37.	a) Salesmanship	1
38.	b) ii, iv, i, iii	1