

CBSE | DEPARTMENT OF SKILL EDUCATION

SALESMANSHIP (SUBJECT CODE- 831)

CLASS XI (SESSION 2021-2022)
MARKING SCHEME SAMPLE QUESTION PAPER FOR TERM - II

Max. Time Allowed: 1 ½ Hours (90 min)

Max. Marks: 30

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.
 - a) Questions numbers 1 to 4 are one mark questions. Attempt any three questions.
 - b) Questions numbers 05 and 06 are two marks questions. Attempt any one question.
4. Section B is of 17 marks and has 16 questions on Subject specific Skills.
 - a) Questions numbers 7 to 13 are one mark questions. Attempt any five questions.
 - b) Questions numbers 14 to 18 are two marks questions. Attempt any three questions.
 - c) Questions numbers 19 to 22 are three marks questions. Attempt any two questions.
5. Section C is of 08 marks and has 03 competency-based questions.
 - a) Questions numbers 23 to 25 are four marks questions. Attempt any two questions.
6. Do as per the instructions given in the respective sections.
7. Marks allotted are mentioned against each section/question.

SECTION A

(3 + 2 = 5 marks)

Answer any 03 questions out of the given 04 questions		1 x 3 = 3
Ans.1	Different types of business activities: - (Any two) 1. Manufacturing 2. Trading 3. Services.	½ + ½
Ans.2	A business idea is a solution that an entrepreneur thinks of, to serve the customer.	1
Ans.3	It is Biological Economy that is concerned with renewable energy, green buildings, clear transportation, water, waste and land management.	1

Ans.4	This is an action plan which includes different missions or plans within it which aim at sustainable development. A policy that comes with a fixed action date and budget becomes a 'mission'.	1
Answer any 01 question out of the given 02 questions		1 x 2 = 2
Ans.5	Two sectors of Green Economy: 1. Agriculture: Agriculture refers to growing crops for our food. It is the largest part of our economy and the most important because it provides us with food. 2. Water Management: Water is one of our most important resources. Billions of people worldwide lack access to clean drinking water or improved sanitation services – and population growth is making the problem more serious	2
Ans.6	Two Entrepreneurial Values: a. Confidence: Confidence means to believe in one's self and one's approach. Being confident helps an entrepreneur to take the first step of starting a new business and then trying new things to grow the business. b. Independence: Independence means one's ability to work alone and have the confidence to make one's own decisions. The responsibility of deciding what work needs to be done and how it can be done is made by the entrepreneur.	2

SECTION B

(5 + 6 + 6 = 17 marks)

Answer any 05 questions out of the given 07 questions		1 x 5 = 5
Ans.7	Prospecting is life blood of sales because it identifies potential customers.	1
Ans.8	Cold Convassing means face to face interview with the people.	1
Ans.9	"Bird Dog" is the name given to the persons who visit the houses at a definite interval Eg. Water meter readers, gas boys. Such 'bird-dogs' or 'sales associates' provide a good deal of demographic information relating to households. It provides as the most reliable source of information and economical too.	1
Ans.10	Sales person may arrange different shows for different prospects. An enterprising salesperson can do to dramatise his approach when situation so demands.	1
Ans.11	It is also known as Formulated approach and mental state selling. It is based on stimulus response thinking and has four stages Attention, Interest, Desires and Action.	1
Ans.12	The goal of closing the sale is to persuade the prospect to act immediately, usually in favour of the sales proposition. It aims at converting a desire into a demand by convincing the prospect in favour of purchase.	1

Ans.13	It means appropriate collection and decoration of the products so as to enhance the number of prospective buyers to the shops.	1
Answer any 03 questions out of the given 05 questions		2 x 3 = 6
Ans.14	<ol style="list-style-type: none"> 1. Arousing Interests - At the start the salesman has to arouse the interest of the customer. He can describe the special features of the products i.e. durability, composition, etc. so as to arouse the interest of the customer about the product 2. Prompt Presentation - The salesman should always be prompt and alert. He should be prompt in presenting the goods to the customers who indicate his eagerness and willingness to serve. 	2
Ans.15	Objections can be real concerns or in genuine ones only to use them as an excuse for not making the purchase. Genuine objections are usually expressed after listening to the sales presentation false objections are excuses.	2
Ans.16	<p>Two types of demonstration</p> <ol style="list-style-type: none"> a). Demonstration in use: Here salesman allows the customers to personally examine and use the product. b). Demonstration of specific feature: Special features are demonstrated, additional advantages are demonstrated. Eg. unbreakability, waterproof 	1+1
Ans.17	<ol style="list-style-type: none"> 1. Fellow Salesmen: Normally, the salespersons working in the same department have good and cordial relations and people depend on each other for mutual benefit that goes to the company or the organization. 2. Customers: Customers, particularly satisfied customers are most dependable source of information. Such a satisfied customer wants that his friends and relatives must also be satisfied on the recommendation. One takes pride in recommending. 	2
Ans.18	<ol style="list-style-type: none"> 1. A good prospect has a goal that the company's product can help to achieve: The primary buying motivation for all products and services is improvement. When someone has a desire to improve a specific aspect of life or work, and the product or service can help, that individual can be a very good prospect. 2. A good prospect has the power to make the buying decision: It doesn't matter if a prospect has a problem that product can fix, a need the product can satisfy, or a goal the product can fulfill. If that prospect lacks the authority to make a buying decision, then, "the sales process comes to a halt." 	2
Answer any 02 questions out of the given 04 questions		3 x 2 = 6
Ans.19	<ol style="list-style-type: none"> 1. A salesperson by means of pre-approach saves valuable time, effort and energy by concentrating on the prospects exclusively who are most likely to buy. 2. Pre-approach makes the salesperson more confident and enthusiastic while meeting the prospects and putting forth the sales proposition before them. Information about the prospects collected during pre-approach. 3. Pre-approach enables the salesperson to know beforehand about the needs and requirements of the prospects in the most detailed manner 	3

	possible	
Ans.20	Referral Approach is discussed here. Salespersons present letters of introduction or testimonial often. The reference approach is often effective with prospects who are sociable and expressive because they emphasise on relationships. Salespersons should use only the names of those individuals and companies whom they would like the prospect to talk because prospects often contact these for reference. Successful salespersons always get permission from references prior to using them. Taking names and stretching the truth with regard to the third persons may back fire. The right contact may get the salesperson the door but it is his knowledge that gets and keeps the business	3
Ans.21	<ol style="list-style-type: none"> 1. Keeps the customers satisfied this helps in keeping the customers satisfied. It promotes proper communication of customer's needs and wants to the product or service provider. This helps the organizations identify what their customers want and expect from them. Thus, they can offer their customers desired products that will satisfy their needs. 2. Customer: The after sales service plays an important part in communicating customer needs and complaints to the provider so that the products and services can be improved accordingly. 3. Reduces the cost of luring new customers. The cost of gaining new customers is far higher than retaining the old ones. Good customer service from a company helps to retain old satisfied customers, thus reducing the cost for attracting new ones. 	3
Ans.22	<ol style="list-style-type: none"> 1. Incorrect Attitude- Mental attitude of the salesman makes the difference between success and failure in closing the sale. If the salesman has faith and confidence in his abilities to convince a prospect to buy, he will have little difficulty in closing the sale. Self-confidence, courage, perseverance more essential in closing. 2. Inadequate presentation: An ineffective presentation is one which takes into account the need of the prospect and the Sales person keeps in mind those needs while preparing the presentation. 3. Anticipating spontaneous reply from prospect: There are some salesmen, who consider deliberate persuasion as incorrect. At the end of the presentation most prospect need a push. Therefore the salesman sometimes needs to give a big push in order to close the sale. 	3

SECTION C
(COMPETENCY BASED QUESTIONS)

(2 x 4 = 8 marks)

Answer any 02 questions out of the given 03 questions		
Ans.23	<p>Rajkumar is using question approach.</p> <p>Question approach is better to raise question right in the beginning of the conversation with a question. The question can be asked by stating an interesting fact in the form of a question. It attracts the prospect's attention, motivates a reply and starts two-way communication. Use of question approach can be more result oriented employed with other approaches like benefit or curiosity. To take full advantage of this approach, the question asked needed to be specific and created to the prospect's taste. These questions must be created around the buying motives.</p>	4
Ans.24	<p>With reference to the above case Manav followed the following techniques in handling objections:</p> <ul style="list-style-type: none">-Listening Intently- Handling Softly- Foreseeing objections,-Agreeing on valid objections <p>Briefly discuss the above.</p>	4
Ans.25	<p>Xyz is following Team selling approach. It involves using multi-person sales teams to deal with multi-person buying centres of their customers. A team approach permits for continuous learning as the members can work together and identify the flaws during the presentation process. Briefly describe the following</p> <p>1. Stimulus response method: It is also called as canned approach, a memorized sales presentation, or a prepared sales presentation. This method believes that if a salesperson makes the right sales presentation ie stimuli, he can obtain a positive response from the prospect. In this method the salesperson does most of the talking. Without enquiring the needs of the prospect, the salesperson lists out all the features of the product and asks the prospect to purchase the product. If the prospect fails to buy, repeated attempts are made to sell the product</p> <p>2. Formula method: This method is also based on stimulus response thinking and is also known as 'formulated approach' or 'mental states selling'. The sales person believes that most buyers can be led through mental states or steps in the buying process and hence uses a well-known formula. It has four stages: Attention, Interest, Desires, and Action (AIDA)</p> <p>a. Attention. The sales agent plans the sales talk by first securing the attention of the prospect by making positive comments about the prospect or the prospect's business.</p>	1 1+1+1

b. Interest. The salesperson leads the prospect's mind to the next stage of securing the interest. In other words, the salesperson identifies the features of the product or services that appeal or attract the prospect the most.

c. Desire: The objective in this phase is to awaken feelings in the prospect of wanting to experience the product or the service. The salesperson carries on with the sales presentation and demonstrates to the prospect how his/her product or service can solve the buyer's problem.

d. Action: The action, in this stage, means buying the product/service. Some salespeople use trial close to test whether the prospect is ready to buy. If the prospect agrees to purchase, then the salesperson invites for the order.

3. Need satisfaction: Need-satisfaction method:

This method is most challenging and a creative form of selling. It is an interactive sales presentation, and different from the previous two methods. The salesperson starts with understanding the buyer's (or the prospects') needs' by asking situational, problem recognition, problem impact, solution value, and confirmation questions.

1. Open: At this stage the salesperson opens his presentation to the prospect to begin the selling process.

2. Probe: In this stage the salesperson invites questions from the prospect and understands his needs completely.

3. Support: The salesperson supports the needs of the prospect and further tries to identify unstated needs too.

4. Close: The salesperson offers a value proposition to the prospect which might satisfy his needs and closes the transaction.