

CBSE | DEPARTMENT OF SKILL EDUCATION

SALESMANSHIP (SUBJECT CODE: 831)

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

Max. Time Allowed: 1½ Hours (90 min)

Max. Marks: 30

PART A - EMPLOYABILITY SKILLS (05 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS - VSA (1 MARK EACH)	NO. OF QUESTIONS - SA (2 MARKS EACH)	NO. OF QUESTIONS - LA (4 MARKS EACH)	TOTAL NUMBER OF QUESTIONS
4	Entrepreneurial Skills-IV	2	1	-	3
5	Green Skills-IV	2	1	-	3
TOTAL QUESTIONS		4	2	-	06
NO. OF QUESTIONS TO BE ANSWERED		Any 3	Any 1	-	04
TOTAL MARKS		3 x 1 = 3 Marks	1 x 2 = 2 Marks	-	05 Marks

PART B - SUBJECT SPECIFIC SKILLS (25 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS - VSA (1 MARK EACH)	NO. OF QUESTIONS - SA - I (2 MARKS EACH)	NO. OF QUESTIONS - SA - II (3 MARKS EACH)	NO. OF QUESTIONS - LA (4 MARKS EACH)	TOTAL NUMBER OF QUESTIONS
3	Preliminary stages of personal selling	4	2	2	1	9
4	Advance stages of personal selling process	3	3	2	2	10
TOTAL QUESTIONS		07	05	04	03	19
NO. OF QUESTIONS TO BE ANSWERED		05	03	02	02	12
TOTAL		5 x 1 = 05	3 x 2 = 06	2 x 3 = 06	2 x 4 = 08	25
TOTAL MARKS		25 MARKS				

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CLASS XI (SESSION 2021-2022)
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
Q.1	List any two types of business activities.	1
Q.2	What do you mean by business idea?	1
Q.3	What is green economy?	1
Q.4	Define NAPCC.	1
Answer any 01 question out of the given 02 questions		1 x 2 = 2
Q.5	Describe any two sectors of green economy.	2
Q.6	Explain any two Entrepreneurial values briefly.	2

SECTION B**(5 + 6 + 6 = 17 marks)**

Answer any 05 questions out of the given 07 questions		1 x 5 = 5
Q.7	Define Prospecting.	1
Q.8	Define cold canvassing.	1
Q.9	What does the nick name "Bird Dog" means?	1
Q.10	What is showmanship approach?	1
Q.11	Explain briefly Formula method of Sales Presentation.	1
Q.12	List the goal of closing the sale.	1
Q.13	What is presentation?	1
Answer any 03 questions out of the given 05 questions		2 x 3 = 6
Q.14	Explain any two features of Good presentation?	2
Q.15	Differentiate between Objection and Excuses. Any two differences.	2
Q.16	Explain briefly two types of Demonstration?	2
Q.17	Describe any two sources of information in pre-approach.	2
Q.18	What are the characteristics of good prospects?	2
Answer any 02 questions out of the given 04 questions		3 x 2 = 6
Q.19	Explain the importance of Pre- approach.	3
Q.20	Furnishing the name of a satisfied customer or a friend in the beginning of sale? What kind of approach is discussed here?	3
Q.21	Describe the benefits or importance of after sale services?	3
Q.22	What are the reasons of failure to close?	3

SECTION C**(2 x 4 = 8 marks)****(COMPETENCY BASED QUESTIONS)**

Answer any 02 questions out of the given 03 questions		
Q.23	Rajkumar, a salesman is appreciated for his work and success. He raises questions in the beginning of conversation with interesting facts. Explain the method of approach used by him.	4
Q.24	Manav went to meet a customer to sell some products of the company he was working with. During the process the customer raise certain objections. Manav knows that the success of a salesman depends to a great extent on the successful handling of objections raised by prospects. So he Listen Intentionally to the customer, handled his queries Softly, even he Foresees the customer's objections and also agreed on valid objections. With reference to the above case explain briefly the techniques followed by Manav to handle objections.	4

Q.25	Xyz Pvt Ltd sells its software to a bank, in this process the team will involve people responsible for installation, automation, technical support for customers etc. Identify the sales presentation method used by Xyz. Also explain any other three sales presentation method.	4
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