

CBSE | DEPARTMENT OF SKILL EDUCATION

SALESMANSHIP (SUBJECT CODE: 831)

CLASS XII (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	Field Selling	4	3	2	1	10
4	Motivation & Compensation for Salesperson	3	2	2	2	9
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+5 = 30 MARKS				

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CLASS XII (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	What is meant by 'fear' as barrier in the process of entrepreneurship?	1
Q.2	Who is an entrepreneur?	1
Q.3	Mention any two ways to reduce greenhouse gas emissions.	1
Q.4	List any two green jobs in the eco-tourism sector.	1
Answer any 01 question out of the given 02 questions		1 x 2 = 2
Q.5	"Entrepreneurship is both a science and an art". Comment	2
Q.6	State any two benefits of Green job.	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 'Sales Territories'.	1
Q.8	When is cloverleaf shape often used?	1
Q.9	What is meant by ABC Analysis?	1
Q.10	Define 'field selling' or field marketing?	1
Q.11.	Where has been the word 'Motivation' derived from?	1
Q.12	What is the "follow up" feature of motivated salesman?	1
Q.13	What do you understand by straight commission?	1
Answer any 03 questions out of the given 05 questions		2 x 3 = 6
Q.14	What is meant by 'Hedge' as a type of sales territory?	2
Q.15	What does the term Budget Quota signify?	2
Q.16	Briefly describe any two types of sales quota.	2
Q.17	Briefly explain the first two stages of motivation as a psychological phenomenon. Comment.	2
Q.18	What do you understand by salary plus incentive plans.	2
Answer any 02 questions out of the given 04 questions		3 x 2 = 6
Q.19	List any six ways of awarding recognition to a successful salesman.	3
Q.20	Explain any two advantages and any one disadvantage of "Performance Bonuses".	3
Q.21	Describe the steps in the procedure for raising or setting up sales territories after selecting control unit and undertaking account analysis.	3
Q.22	Briefly explain any three factors that should be considered while fixing Sales Quota.	3

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

Answer any 02 questions out of the given 03 questions	
Q.23	Rahul pitches products and services to clients outside the organization. He also propagates the significance of a product directly to the customer, thereby providing the organizations an opportunity to create a positive impact on the buying decisions. What type of activity he is doing and what are the pre requisites essential for him in the above activity.
	4

Q.24	Karan is a Salesman. He is motivated to achieve his in goals. He feels charged up and ready to face any challenge for his job offers after a raise, in bonus, or some other form of positive recognition. He thinks that “motivated” salesmen are able to sell more for their personal as well as organizational success. Explain the importance of motivation with reference to the above statements and also the types of motivation.	4
Q.25	Suman is a Sales Manager in XYZ Corporation. She has a sales team of 5 people working under her. She is not sure how to optimize the efficiency of her sales team. She discussed with the HR Manager who told her that the key to optimizing efficiency of a sales team is to provide the appealing incentives and rewards, which they consider as a good return on their efforts. Further the HR Manager said that an appropriate reward system is an integral part of motivation. In Reward system management involves the selection and use of organizational rewards to direct the behavior of sales people towards the attainment of organizational objectives. Describe the types of rewards available to Suman for her sales team with reference to the above case.	4