

CBSE | DEPARTMENT OF SKILL EDUCATION

SALESMANSHIP (SUBJECT CODE-831)

MARKING SCHEME FOR CLASS XI (SESSION 2022-2023)

Max. Time: 3 Hours

Max. Marks: 60

General Instructions:

1. Please read the instructions carefully.
2. This Question Paper consists of **24 questions** in two sections – Section A & Section B.
3. Section A has Objective type questions whereas Section B contains Subjective type questions.
4. **Out of the given (6 + 18 =) 24 questions, a candidate has to answer (6 + 11 =) 17 questions in the allotted (maximum) time of 3 hours.**
5. All questions of a particular section must be attempted in the correct order.
6. **SECTION A - OBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section has 06 questions.
 - ii. There is no negative marking.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.
7. **SECTION B – SUBJECTIVE TYPE QUESTIONS (30 MARKS):**
 - i. This section contains 18 questions.
 - ii. A candidate has to do 11 questions.
 - iii. Do as per the instructions given.
 - iv. Marks allotted are mentioned against each question/part.

SECTION A: OBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material	Marks
Q. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)				
i.	(a) Assertive	CBSE Study Material	1	2	1
ii.	(d) Tongue	CBSE Study Material	2	20	1
iii.	The following factors affect the team building (any 2) :- a. Work Team Structure b. Work Team Process c. Diversity	CBSE Study Material	2	21	1
iv.	The following are activities needed for effective time management (explain any 1) a. Setting and prioritizing goals b. Creating a Schedule c. Making Lists of tasks d. Balancing work and leisure e. Breaking large tasks into smaller tasks	CBSE Study Material	4	53	1
v.	(d) Ctrl + X	CBSE Study Material	3	33	1
vi.	Wild protection Act, 1972	CBSE Study Material	5	65	1
Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)				
i.	(a) Personal Selling	CBSE Study Material	1	6	1
ii.	(d) Petrol	CBSE Study Material	2	40	1

iii.	A prospect is a qualified person or organisation that has the potential to buy the good or service, provided he has the money to buy, authority to buy, and desire to buy.	CBSE Study Material	3	53	1
iv.	(b) Assumptive close	CBSE Study Material	4	100	1
v.	(d) One way communication	CBSE Study Material	1	8	1
vi.	Industry	CBSE Study Material	2	36	1
vii.	(a) Cold canvassing	CBSE Study Material	2	57	1
Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)				
i.	Indirect denial	CBSE Study Material	4	92	1
ii.	(c)Referral	CBSE Study Material	3	65	1
iii.	Attention	CBSE Study Material	1	15	1
iv.	Life insurance and investment plans	CBSE Study Material	2	41	1
v.	Friends and Acquaintances	CBSE Study Material	3	58	1
vi.	They are employed by manufacturers to sell their product to retailers. Once the retailers are convinced they place the orders to wholesalers which ultimately lead to company's sale.	CBSE Study Material	1	22	1
vii.	Impulsive Consumers	CBSE Study Material	2	46	1
Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	(b) Promotion mix	CBSE Study Material	1	7	1
ii.	(a) Business Services	CBSE Study Material	2	41	1
iii.	Bird dog' is the nick-name given to the persons like electric & water meter readers, gas boys, milk suppliers, newspaper boys, watchmen, servants, maids etc., who visit the houses at a definite interval. They provide a good deal of information relating to households which the salesman can capitalize.	CBSE Study Material	3	58	1
iv.	a. Demonstration in use b. Demonstration of specific features	CBSE Study Material	4	86	1
v.	(d) Excuses	CBSE Study Material	4	89	1
vi.	In this approach both buyer and seller work in collaboration. Sales person after understanding customer's needs, works in the direction of addressing those needs. It involves two-way interaction.	CBSE Study Material	1	18	1
Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	(b) Physical Quality	CBSE Study Material	1	25	1
ii.	A salesman encounters following types of sales oriented customers (any two) a. Loyal customer b. New customer c. Potential customer d. Impulsive customer e. Discount customer	CBSE Study Material	2	46	1
iii.	Product Approach	CBSE Study Material	2	66	1
iv.	Closing the Sale is the final stage in the selling process.	CBSE Study Material	4	95	1
v.	(b) Indirect Denial or Yes.... But Method	CBSE Study Material	4	92	1

vi.	The common objections raised by prospects are : - (any 2) a. Price objection b. Payment objection c. Service objection d. Time to buy objection	CBSE Study Material	4	94	1
Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)				
i.	Stimulus response method	CBSE Study Material	4	84	1
ii.	Market Survey Reports	CBSE Study Material	3	52	1
iii.	(c) Speciality product	CBSE Study Material	2	40	1
iv.	(a) Approach	CBSE Study Material	3	61	1
v.	Features Advantages Benefits Selling	CBSE Study Material	4	84	1
vi.	Problem solving		1	17	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Q. No.	QUESTION	Source Material (NCERT/PSSCIVE/ CBSE Study Material)	Unit/ Chap. No.	Page no. of source material	Marks
Answer any 3 out of the given 5 questions on Employability Skills in 20 – 30 words each (2 x 3 = 6 marks)					
Q. 7	Clear and concise	PSSCIVE	1	4	2
Q. 8	1. Learning Formal / Informal/ Self-directed learning leads to acquiring some skills. Out of the learnt skills some skills may be preferred skills, and may guide us shape our career. An attitude of continuous learning helps us to update ourselves with the required skill set that keeps changing with the time. 2. Feedback : Peers, family and mentors provide us with genuine feedback which help us identify our hidden talents and strengths.	PSSCIVE	20	2	2
Q. 9	Role of Government for the success of the green economy : - a. It makes policies and provides funds for implementing plans and policies. b. It makes laws to protect the environment and takes action against law-breakers. c. It sets up missions, such as the Green India Mission and National Solar Mission to act on green economy projects. d. It works with scientists and educates the public on environmentally safe practices (pollution control, chemical free farming).	CBSE STUDY MATERIAL	67	5	2
Q. 10	1. If you want to add something extra or remove some text after getting your report checked by a teacher, you can easily do it in a word document. 2. When making a resume (bio-data), it is important not to make any spelling mistakes. A word Processor helps you check spelling and grammar so that you use correct grammar, spelling and language.	PSSCIVE	117	3	2

Q. 11	<p>Entrepreneurs often exhibit certain attitudes. Similarly, some attributes related to one's attitude are needed to have the right mindset for achieving entrepreneurial success. Some of these are as follow:</p> <p>1. Use imagination: In entrepreneurship, use of imagination and creativity provides a structure to entrepreneurs to think out of the box, consider alternatives, try unconventional ways to do things and continuously improvise and iterate.</p> <p>2 Take moderate risks: Moderate risk takers are those entrepreneurs who are often characterized as willing to assume a moderate amount of risk in business, being neither overly conservative nor likely to gamble.</p>	CBSE Study Material	59	4	2
Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)					
Q. 12	<p>Integrity of Character: He should possess the qualities of honesty and integrity. He is to gain the confidence of the customer. He should be loyal to the employer as well as to the customer. As he is face-off of the company so he should hold a strong character.</p> <p>Business Sense – He or she understands that you are in business to make a profit and quickly learns the ins and outs of the organization.</p>	CBSE Study Material	1	25 &26	2
Q. 13	<p>1. It provides the salesman knowledge of different market segments-Market segmentation is a way of arranging the customers into smaller groups according to their type. The salesman can communicate properly by preparing target specific, relevant marketing messages for each group while selling.</p> <p>2. It indicates customers' potential to purchase - What is important in selling is not surface differences, but the differences that actually affect buying behaviour. What triggers each person to buy is in fact his/ her purchasing capacity. This also helps in setting price for the product/ service</p>	CBSE Study Material	2	46	2
Q. 14	<p>1. People normally display resistance to new and unfamiliar ideas and goods. Therefore, many consumers raise objections in the normal course.</p>	CBSE Study Material	4	89	2

	2. Certain prospects raise objections as they are not 100% sure about the product or service offered, i.e, they are only partially satisfied and are waiting for more explanation, classifications, additional features about the sales proposition.				
Q. 15	1. Go for it Attitude : As the salesman and the prospect move along the various stages of the selling process, it is better on the part of the salesman to remain calm and handle the situation with enough confidence. 2. Seize Attention : To be successful salesman should always try to hold and seize the attention of the prospect towards the product. He should avoid diverting the prospect's attention to other things.	CBSE Study Material	4	98	2
Q. 16	A good prospect has definite characteristics and stands out for several qualities:(any 2) 1. A good prospect is someone who has a problem that the product can solve efficiently and cost effectively. 2. A good prospect has a goal that the company's product can help to achieve. 3. A good prospect has the power to make the buying decision. 4. A good prospect is someone who likes the salesman, the company and their product. 5. A good prospect is a center of influence ; someone who can open doors for other prospects. 6. A good prospect is easy to sell to and service.	CBSE Study Material	3	56	2
Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)					
Q. 17	Personal selling facilitates creating demand, minimizing wastage of efforts and conducting actual sales :- a. Creates Demand – With increasing competition, the companies believe in personal selling as an important tool to push the product in the market. A salesman helps in creating demand of the product by describing its functions and demonstrating the product. A good salesman has knowledge of both his and the competitor's product. They act as suggestion holders, create demand and generate sales. b. Minimizing wastage of efforts – Personal selling involves minimum wastage of efforts	CBSE Study Material	1	10	3

	<p>as compared to other promotional tools like advertisement. It is directly interacting with the prospect and save time which leads to minimizing time and resources.</p> <p>c. Results in Actual Sale – Advertising and sales promotion techniques can only attract attention and arouse desire. By themselves they cannot create sale. Under personal selling, a salesman finds prospective buyers, demonstrates the product, explain its operation, and convinces the customers to buy the product. No other method of promotion can perform all these functions. Therefore, personal selling does the entire job of selling.</p>				
Q. 18	<p>Any 3 points from the following.</p> <p>Increases the self-confidence of the salespersons : Due to knowledge of the product and its application according to the customer’s needs, salesman gains confidence and expertise in handling prospects.</p> <p>(ii) Satisfaction to customers: Prospects expect salespersons have good and reliable knowledge to guide them for improved operations of the product. He can guide them about how to use and what precautions should be taken while using that product. When a prospective customer finds salesman convincing enough, the sales presentation becomes more acceptable.</p> <p>(iii) Increase in sales through better services to the prospects: A satisfied customer makes repeat orders and also recommends it to others.</p> <p>(iv) Better position over competitors – With adequate knowledge of rival companies and their products, he can put across superiority of his own product.</p>	CBSE Study Material	2	35	3
Q. 19	<p>Yes the statement is true. There are many sources which a salesman can tap. The below are the sources of information:</p> <ol style="list-style-type: none"> 1. Fellow salesman 2. Customers 3. Office records <p>Explain each individually</p>	CBSE Study Material	2	57	3

Answer any 3 out of the given 5 questions in 50– 80 words each (4 x 3 = 12 marks)

<p>Q. 20</p>	<p>Marketing of products to customers, companies use different approaches, depending on the nature of product or services, resources of the organization, expertise or others.</p> <ol style="list-style-type: none"> 1. Stimulus Response Selling Approach 2. Mental State Approach 3. Need Satisfaction Approach 4. Problem Solving Approach <p>Explain each individually</p>	<p>CBSE Study Material</p>	<p>1</p>	<p>14</p>	<p>4</p>
<p>Q. 21</p>	<ol style="list-style-type: none"> 1. Getting a series of affirmative answers: One of the methods of closing the sale involves asking a number of questions to ensure that the prospect gives positive answers to the questions. The objective behind this is that when the prospect says many 'yes' on small points, he would also say agree to purchase of the product. 2. Narrowing the choice: Prospects may find it difficult to decide or choose when they are offered wide range of products especially in the case of apparels, shoes, jewellery etc. The salesman narrows down the choice by asking them to retain what they like and remove others making it easy to quickly choose from among a selected variety. 3. Closing on minor points: There are some prospects who find it difficult to make major decisions. Hence, a salesman tries to get the confirmation of the buyers over minor points – color, size, brand, delivery date, payment system, etc. for example: do you like red color or white? Do you want to make cash payment or purchase on credit? When the salesman attains the consent of the prospect on smaller points, he may close the sale a later by seeking order. 4. Successful business story close: Under this method the salesman provides information and testimonial of people satisfied by the purchase of such goods. The incident must be real and not unreal. They must be related to the product being offered. 	<p>CBSE Study Material</p>	<p>4</p>	<p>99</p>	<p>4</p>

<p>Q. 22</p>	<p>a. Satisfied Customers: Customers who are satisfied give the names of those who are interested in similar products, apart from repeated buying. Many of the bankers ask their present customers who are satisfied with the services of the bank, about the prospects.</p> <p>The Insurance Advisor of Birla Sunlife Insurance asks five names of the persons who are known to the customer and are in need of insurance products.</p> <p>b. Telephone Directory or Mailing List: Prospects names can be generated through telephone directory or mailing lists. Panda and Sahadev (2012) call it prospect pool, which may be constructed from four main sources: Leads (salespersons know nothing), Referrals, orphans (salesperson left the company) and customers,</p> <p>c. Influencers: People because of their position, authority, responsibility, accomplishments, or personality exercise more influence. These people are found in all spheres – social, business, religious, political, etc. People refer them while buying. Film personalities and celebrities influence the buying process.</p> <p>d. Non-competing sales Force: Prospects names can be got from salespersons of noncompeting products. These salespersons know about the requirements and purchase managers, who place orders. A salesperson supplying copiers can tell about computers. One can know by listening or observing the buyer of the products.</p>	<p>CBSE Study Material</p>	<p>3</p>	<p>58</p>	<p>4</p>
<p>Q. 23</p>	<p>Consumer products</p> <p>a) A convenience product is a consumer product or service that customers normally buy frequently, immediately and without great comparison or buying effort, for example laundry detergents, fast food, sugar etc.</p> <p>b) Shopping products are a consumer product that the customer usually compares on attributes such as quality, price and style in the process of selecting and purchasing. The consumer spends much more time and</p>	<p>CBSE Study Material</p>	<p>2</p>	<p>40</p>	<p>4</p>

	<p>effort in gathering information and comparing alternative</p> <p>c) Speciality products are consumer products and services with unique characteristics or brand identification for which a significant group of consumers is willing to make a special purchase effort; for example cars, professional and high-prices photographic equipment, designer clothes etc</p> <p>d) Unsought products are those consumer products that a consumer either does not know about or knows about but does not consider buying under normal conditions. Consumers do not think about these types of consumer products normally, at least not until they need them.</p>				
Q. 24	<p>a) Direct Denial Method: Normally a salesman should avoid confrontation or contradiction with the prospects. However, at times, it is essential to do the same while meeting objections. As the name implies, in this method the prospect is told that he is mistaken.</p> <p>Indirect Denial or Yes.... But Method: This is one of the most popular and widely used methods of overcoming objections raised by the prospects. It is also often termed as side-stepping method.</p> <p>b) Reverse Position Method :This is also known as 'why method' or 'question method'. Under this method, the salesman asks the prospect questions relating to the objections raised such as 'why' and 'what do you really mean, madam</p> <p>c) Boomerang Method :In this method, the objection of the prospect is converted into a reason favorable for purchase. This method is also known as 'translation method' because it converts the objection in the minds of prospects into a reason for making a purchase. In other words, when the prospect raises an objection, the salesman pitches and converts the objection into a strong reason for making the purchase.</p>	CBSE Study Material	4	92	4