

CBSE | DEPARTMENT OF SKILL EDUCATION

SALESMANSHIP (SUBJECT CODE -831)

Blue-print for Sample Question Paper for Class XI (Session 2022-2023)

Max. Time: 3 Hours

Max. Marks: 60

PART A - EMPLOYABILITY SKILLS (10 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANSWER TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	
1	Communication Skills- III	1	1	2
2	Self-Management Skills- III	2	1	3
3	ICT Skills- III	1	1	2
4	Entrepreneurial Skills- III	1	1	2
5	Green Skills- III	1	1	2
TOTAL QUESTIONS		6	5	11
NO. OF QUESTIONS TO BE ANSWERED		Any 4	Any 3	07
TOTAL MARKS		1 x 4 = 4	2 x 3 = 6	10 MARKS

PART B - SUBJECT SPECIFIC SKILLS (50 MARKS):

UNIT NO.	NAME OF THE UNIT	OBJECTIVE TYPE QUESTIONS	SHORT ANS. TYPE QUES.- I	SHORT ANS. TYPE QUES.- II	DESCRIPTIVE/ LONG ANS. TYPE QUESTIONS	TOTAL QUESTIONS
		1 MARK EACH	2 MARKS EACH	3 MARKS EACH	4 MARKS EACH	
1	Salesmanship	8	1	1	1	11
2	Essentials of Sale	8	1	2	1	12
3	Preliminary Stage of Personal Selling Process	8	1	-	1	10
4	Advance Stage of Personal Selling Process	8	2	-	2	12
TOTAL QUESTIONS		32	5	3	5	45
NO. OF QUESTIONS TO BE ANSWERED		26	Any 3	Any 2	Any 3	34
TOTAL MARKS		1 x 26 = 26	2 x 3 = 6	3 x 2 = 6	4 x 3 = 12	50 MARKS

CBSE | DEPARTMENT OF SKILL EDUCATION

SALESMANSHIP (SUBJECT CODE -831)

Sample Question Paper 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. 1	Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)	
i.	Which type of communication can express their own needs, desires, ideas and feelings while considering the needs of others? a. Assertive b. Aggressive c. Passive d. Passive- Aggressive	1
ii.	_____ among the others are not part of grooming. Identify it. a. Clothes b. Hair c. Face d. Tongue	1
iii.	List any two factors influencing team building.	1
iv.	Explain any one activity needed for effective time management.	1
v.	Which among the following is the shortcut key to cut? a. Ctrl + C b. Ctrl + V c. Ctrl + O d. Ctrl + X	1
vi.	_____ is an act of parliament of India enacted for protection of plants and animals of species	1

Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i.	_____ is the personal communication of information to persuade somebody to buy something a. Personal selling b. Advertising c. Sales Promotion d. Public relation	1
ii.	Which among the following is an example of convenience products? a. Pizza b. TV c. Cars d. Petrol	1
iii.	Who is a prospect?	1
iv.	Identify the method of closing sales, where the salesman presumes that the prospect has decided to purchase the product? a. Complimentary close b. Assumptive close c. Offering Inducement d. Narrowing the choice	1
v	Identify from the following, what is not a feature of Personal Selling? a. Persuasive b. Demand creation c. Flexible approach d. One way communication	1
vi	A group of manufacturers or businesses that produce similar kinds of goods and services is referred to as _____.	1
Vii.	Choose from the following the method of prospecting that involves a salesman going from door to door and trying to impress the prospects: - a. Cold Canvassing b. Bird Dog Method c. Telemarketing d. Influencers	1

Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	Name the method of handling objections that is also known as the side stepping method ?	1
ii.	Which approach in personal selling involves furnishing the name of a satisfied customer? a. Introduction b. Benefit c. Referral d. Question	1

iii.	In AIDA model A stands for?	1
iv.	List out any two examples of unsought goods.	1
v.	Which method of prospecting is known as a rich source for prospects ?	1
vi.	Who are missionary salespersons?	1
Vii.	Name the type of consumers who make buying decisions instantly?	
Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	The major elements of _____ are sales promotion, advertising, direct marketing and public relation? a. Place mix b. Promotion mix c. Price mix d. Product mix	1
ii.	Advertising and Market Research are examples of _____ type of services. a. Business Services b. Customer Services c. Personal Services d. Maintenance Services	1
iii.	Give the meaning of Bird Dog Method of Prospecting.	1
iv.	List out the types of demonstration.	1
v	Which term is used for false objections? a. Suspects b. Claims c. Negative comments d. Excuses	1
vi	Define consultative selling.	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	"A salesman should have a good appearance, sound health and an impressive personality." Identify the quality of a sales person highlighted in the statement.	1
ii.	Mention any two types of sales oriented consumers in the process of selling.	1
iii.	Identify the method of approach under which the salesperson on meeting the prospects starts demonstrating the product's features and benefits.	1
iv.	What is the final stage in the Selling process?	1
v	Under which method of objection, the salesman initially agrees to the objections raised by the prospect but subsequently differs in a humble and polite manner :- a. Boomerang b. Indirect Denial or Yes.....But Method c. Reverse position method d. Superior point	but
vi	Enumerate any two common objections raised by prospects.	1

Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Name the method of Sales Presentation used, when new salespeople need to be trained, the time for Sales Presentation is less and the product is simple.	1
ii.	Which source of information is commonly used by companies when they need data of a particular locality?	1
iii.	Products that require special purchasing efforts are categorized under _____ type of consumer products? a. Unsought Goods b. Shopping Goods c. Speciality Goods d. Convenience Goods	1
iv.	_____ involves meeting the prospect in person by the salesman.? a. Approach b. Pre approach c. Prospecting d. Demonstration	1
v	What is the full form of FABS?	1
vi	Which model is an extension of the need satisfaction selling approach?	1

SECTION B: SUBJECTIVE TYPE QUESTIONS

Answer any 3 out of the given 5 questions on Employability Skills (2 x 3 = 6 marks)

Answer each question in 20 – 30 words.

Q. 7	Describe any 2 'C' for effective communication.	2
Q. 8	Explain learning and feedback as self-exploration techniques.	2
Q. 9	Discuss the role of the Government for the success of the green economy.	2
Q. 10	Explain the advantages of using word processors.	2
Q. 11	" Some attributes related to one's attitude are needed to have the right mindset for achieving entrepreneurial success". Elaborate	2

Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)

Q. 12	Explain integrity of character and business sense as qualities of a sales person.	2
Q. 13	" Knowledge of customers benefits the salesman as well as the firm in market segmentation and indicating customer's potential to purchase". Elaborate.	2
Q. 14	Explain any two reasons for objections.	2
Q. 15	"Go for it attitude and seizing the attention of prospects are important Prerequisites for making a successful close." Explain the statement.	2
Q. 16	Describe any two characteristics of the prospect.	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." Elucidate the statement.	3
Q. 18	How is acquiring knowledge beneficial for the salesman?	3
Q. 19	There are a pretty good number of sources of information which a salesperson can tap for his purpose of pre-approach in a successful manner. Explain the statement.	3

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

Q. 20	"Marketing of products to customers, companies use different approaches, depending on the nature of product or services, resources of the organization, expertise or others" Describe the various approaches to personal selling with reference to the given statement.	4
Q. 21	Explain the methods of successful close.	4
Q. 22	Describe the various methods of prospecting.	4
Q. 23	Briefly explain the different types of Consumer Products.	4
Q. 24	"The salesman should always treat objections as an opportunity to present his sales propositions in a refined manner." Explain the objection handling methods with the above context.	4