

# CBSE | DEPARTMENT OF SKILL EDUCATION

## SALESMANSHIP (SUBJECT CODE: 831)

### MARKING SCHEME FOR CLASS XII (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
<b>Q. 1</b>	<b>Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)</b>				
i.	a. Openness	PSSCIVE	2	33	1
ii.	a. Need for achievement	CBSE Study Material	2	9	1
iii.	c. Row and Column	PSSCIVE	3	41	1
iv.	a. =	CBSE Study Material	3	27	1
v.	Fear of failure: The fear of failure works on the presumption that everything could go wrong in the business	CBSE Study Material	4	43	1
vi.	A startup is a company that is in the first stage of its operations.	PSSCIVE	4	89	1
<b>Q. 2</b>	<b>Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)</b>				
i.	a. To effect sales.	CBSE Study Material	1	3	1
ii.	Organized retailing refers to the trading activities undertaken by licensed retailers. They also pay sales tax, income tax, etc.	CBSE Study Material	2	18	1
iii.	b. Wedge	CBSE Study Material	3	43	1

iv.	When a salesperson is externally motivated by rewards such as pay, formal recognition, awards, perks etc., it refers to extrinsic motivation.	CBSE Material	Study	4	55	1
v.	a. Straight commission .	CBSE Material	Study	4	60	1
vi.	Direct communicator Great Communicator Develop Report	CBSE Material	Study	2	32	1
vii.	c. Performance Bonus	CBSE Material	Study	4	66	1
<b>Q. 3</b>	<b>Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>					
i.	b. Hybrid organization.	CBSE Material	Study	1	13	1
ii.	a. Professionalism	CBSE Material	Study	2	33	1
iii.	The main motive of establishing sales territories is to simplify the planning and controlling of selling function.	CBSE Material	Study	3	39	1
iv.	They are also extremely dedicated to become top performers (the "play to win" part). By displaying the passion and intensity it takes to achieve the deal, they try to satisfy the best interests of prospects and clients.	CBSE Material	Study	4	55	1
v.	a. Department Stores.	CBSE Material	Study	2	25	1
vi.	The pre-requisites essential in case of a field sales personnel are Mobility, Prioritizing by area and territory management. (any 2)	CBSE Material	Study	3	50	1
vii.	a. Retailer	CBSE Material	Study	2	20	1
<b>Q4.</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>					
i	b. When there is a One-man firms.	CBSE Material	Study	1	8	1
ii.	b. Specialty store.	CBSE Material	Study	2	24	1
iii.	Field salespeople are required to move out to sell things whereas, the inside sale people sell things over the phone.	CBSE Material	Study	3	49	1
iv.	c. Facilitator	CBSE Material	Study	2	30	1
v.	a. Workload analysis	CBSE Material	Study	3	42	1
vi.	The biggest advantage of salary plus incentive plans is their flexibility. Sales behavior can be rewarded frequently and specific behaviors can be reinforced or stimulated quickly.	CBSE Material	Study	4	62	1

<b>Q5.</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>					
i.	b. Line	CBSE Material	Study	1	7	1
ii.	Hawkers & peddlers have no permanent shops and form the major part of unorganized sector.	CBSE Material	Study	2	18	1
iii.	The concept of pitching products and services outside the organization is known as Field sales.	CBSE Material	Study	3	49	1
iv.	b. Non-financial.	CBSE Material	Study	4	66	1
v.	b. Simple.	CBSE Material	Study	1	5	1
vi.	In case of field sales representatives, mobility is king. Field sales personnel need information for customer interactions while they are on the travel– information related to customer names, location, and telephone numbers should be able to be located quickly and centrally, either by location or name.	CBSE Material	Study	3	50	1
<b>Q6.</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>					
i.	A sales organization comprises people working together to market product or service.	CBSE Material	Study	1	3	1
ii.	Non-store retailers are those who operate through fixed point of sale outlets located and designed to attract a high volume of walk-in customers at their homes or offices through direct selling, telemarketing and e-commerce.	CBSE Material	Study	2	21	1
iii	a. Cloverleaf.	CBSE Material	Study	3	43	1
iv.	d. Goal	CBSE Material	Study	4	55	1
v.	Reward system management involves the selection and use of organizational rewards to direct the behavior of sales people towards the attainment of organizational objectives.	CBSE Material	Study	4	58	1
vi.	d. Fast Moving Consumer Goods.	CBSE Material	Study	1	3	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
<b>Answer any 3 out of the given 5 questions on Employability Skills in 20 – 30 words each (2 x 3 = 6 marks)</b>					
<b>Q7.</b>	<p>S: Specific - Goals should be stated in specific terms. Vague goals are difficult to attain.</p> <p>M: Measurable- If we do not set our goals in measurable terms, it is difficult to assess whether we have achieved them or not.</p> <ul style="list-style-type: none"> <li>• A: Action-oriented - Effective goal Setting should include action-based steps that one will follow to achieve the goal.</li> </ul> <p>R: Realistic – Goals must always be realistically attainable.</p> <ul style="list-style-type: none"> <li>• T: Timely - Goals must have deadlines. But one must always set a deadline to get the job done within a specified time limit.</li> </ul>	PSSCIVE	2	29	<b>2</b>
<b>Q8.</b>	<p>To insert cells, the steps are:</p> <ol style="list-style-type: none"> <li>1. Select the range of cells where you want to insert a block of cells.</li> <li>2. Select Cells option from the Insert menu.</li> <li>3. The Insert Cells dialog box appears.</li> <li>4. Select the appropriate option and click OK.</li> </ol> <p>To delete cells, the steps are:</p> <ol style="list-style-type: none"> <li>1. Select the range of cells where you want to delete a block of cells.</li> <li>2. Select Delete Cells option from the Edit menu.</li> <li>3. The Delete Cells dialog box appears.</li> <li>4. Select the appropriate option and click OK.</li> </ol>	CBSE Study Material	3	21	<b>2</b>
<b>Q9.</b>	<ol style="list-style-type: none"> <li>1. Decisiveness - Decisiveness becomes the most important attribute while setting up a business venture. It is about identifying an opportunity and acting on it moment to do something.</li> <li>2. Initiative: Initiative is the ability to take charge and act in a situation before others. Once you have decided what you want to do, the next step is taking action.</li> </ol>	PSSCIVE	4	100	<b>2</b>
<b>Q10.</b>	<ol style="list-style-type: none"> <li>1. It is an economic activity done to create, develop and maintain a profit-oriented organization.</li> <li>2. It begins with identifying an opportunity as a potential to sell and make profit in the market.</li> </ol>	PSSCIVE	4	80	<b>2</b>

<b>Q11.</b>	Music Books Activities Expansive Thoughts Explain any two of the above source.	CBSE Study Material	2	10	<b>2</b>
<b>Answer any 3 out of the given 5 questions in 20 – 30 words each (2 x 3 = 6 marks)</b>					
<b>Q12.</b>	a. Due to lack of proper sales organization large scale production is impossible. Mass production and mass sales are intertwined. b. A properly working sales organization reduces risk to other departments. If the sales department works inefficiently, the purchase and finance departments will be at risk	CBSE Study Material	1	3	<b>2</b>
<b>Q13.</b>	ABC analysis is done to estimate sales potential estimate of geographic area, if the sales potential is high, it is categorized as 'A', average sales potential is categorized as 'B', while below average sales potential is classified as 'C' category.	CBSE Study Material	3	42	<b>2</b>
<b>Q14.</b>	1. They are easy to administer. 2. It ensures stable income to salesmen, thus giving him/her a sense of security. 3. It inculcates loyalty for the company in the minds of salespeople. 4. The sales manager can exercise better control over the sales force. (Any two)	CBSE Study Material	4	65	<b>2</b>
<b>Q15.</b>	It is recognition. Recognition, both formal and informal is an integral part of most sales force reward systems. Informal recognition refers to "nice job" praises and similar admiration usually delivered in a private conversation or correspondence between a sales manager and a salesperson	CBSE Study Material	4	66	<b>2</b>
<b>Q16.</b>	Store based retailers have a shop or store establishment. It is different from non-store retailing as in non-store retailers are those who operate through fixed point of sale outlets located and designed to attract a high volume of walk-in customers at their homes or offices through direct selling, telemarketing and e-commerce.	CBSE Study Material	2	21	<b>2</b>

**Answer any 2 out of the given 3 questions in 30– 50 words each (3 x 2 = 6 marks)**

Q17.	The sales organization structure is affected by various factors such as product and service related factors, organization-related factors, marketing mix-related factors and external factors. Any three factors can be explained.	CBSE Study Material	1	5	3
Q18.	Retail salesperson act as a facilitator for successfully running a retail store. His responsibilities are: <ul style="list-style-type: none"> <li>• Direct communicator</li> <li>• Product display</li> <li>• Develop report</li> <li>• Product preparation</li> </ul> Any two of the above can be explained	CBSE Study Material	2	30	3
Q19.	The following Non compensation rewards are discussed in the statement : - 1.Company Perks – Companies provide perks to the members of a successful sales team as “extras” add up without spending any money. For example – free use of a company car, subsidized gym memberships or luxury apartments. 2.Job Security – High performing salespeople may be assured that they have job security in the organization. 3. Knowledge of results – A positive feedback and attention from a boss is a top non – financial incentive for employees. The salesperson who is given the sales report of his sales efforts, firm’s progress and his contribution to that, gets further encouraged and sets even higher goals to achieve.	CBSE Study Material	4	67	3

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

Q20.	<ul style="list-style-type: none"> <li>• Advantages of trade type sales organization. 1. Build successful customer relationships. 2. Depending upon customer requirements and consumer behavior sales and market planning can be developed. 3. Increased customer loyalty.</li> <li>• Disadvantages <ul style="list-style-type: none"> <li>1. Expensive organizations. 2. Duplication of efforts. 3. Coordinating and controlling sales across different customers is difficult in large firms.</li> </ul> </li> </ul> <b>Any two of each can be explained.</b>	CBSE Study Material	1	11	4
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Q21.	<p>Procedures for Setting up or Revising Sales Territories In setting up or in revising sales territories, there are four steps: (1) Selecting control unit, (2) Undertaking an Account Analysis, (3) Developing work load analysis of sales person (4) Combining control units into Sales territories, (5) Adjusting for coverage difficulty and redistricting tentative territories. Each step will be briefly explained</p>	CBSE Material	Study	3	41	4
Q22.	<p>It is a Convenience store: Convenience stores are now getting popular at fuel stations where people can avail of the regular shopping while their vehicles get refueled. They are small outlets, which are near residential areas to serve the needs of the locality. Other types of stores are:</p> <ul style="list-style-type: none"> <li>• Departmental store</li> <li>• discount store</li> <li>• Hypermarket</li> <li>• Factory outlet</li> </ul> <p>Any two of the above can be explained</p>	CBSE Material	Study	2	22	4
Q23.	<p><b>ABC is following straight commission method.</b> In this method, a commission is paid to salespeople for every sale they close successfully. Therefore, more the number of sales deals closed by a salesman, higher will be his compensation.</p> <p>- This compensation plan provides strong financial incentive to maximize performance, but limits the control that can be exercised by a salesperson. - The huge direct-sales industry including companies like Tupperware and Avon pays straight commission. This is because the large number of salespeople working for these organizations makes salary-payments impractical. - The most popular and widely-used commission base is the “sales volume”. On this base, a certain percentage is paid to the salesperson, known as the “commission rate”.</p>	CBSE Material	Study	4	60	4

<b>Q24.</b>	(1) Obtaining Proper Market Coverage (2) Establishing salesperson's job and responsibilities (3) Adding to Sales Force Morale (4) Evaluating Sales Performance (5) Controlling Sales force (6) Improving customer relations	CBSE Study Material	3	39	4
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