

# CBSE | DEPARTMENT OF SKILL EDUCATION

## SALESMANSHIP (SUBJECT CODE: 831)

Blue-Print for Sample Question Paper for Class XII (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- IV	-	-	-
2	Self-Management Skills- IV	2	2	4
3	Information and Communication Technology Skills- IV	2	1	3
4	Entrepreneurial Skills-IV	2	2	4
5	Green Skills-IV	-	-	-
<b>TOTAL QUESTIONS</b>		<b>6</b>	<b>5</b>	<b>11</b>
<b>NO. OF QUESTIONS TO BE ANSWERED</b>		<b>Any 4</b>	<b>Any 3</b>	<b>07</b>
<b>TOTAL MARKS</b>		<b>1 x 4 = 4</b>	<b>2 x 3 = 6</b>	<b>10 MARKS</b>

### 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	Sales Organization	7	1	1	1	10
2	Inside Selling/Store based selling	9	1	1	1	12
3	Field Selling	8	1	-	2	11
4	Motivation and compensation for salesman	8	2	1	1	12
<b>TOTAL QUESTIONS</b>		<b>32</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>45</b>
<b>NO. OF QUESTIONS TO BE ANSWERED</b>		<b>26</b>	<b>Any 3</b>	<b>Any 2</b>	<b>Any 3</b>	<b>34</b>
<b>TOTAL MARKS</b>		<b>1 x 26 = 26</b>	<b>2 x 3 = 6</b>	<b>3 x 2 = 6</b>	<b>4 x 3 = 12</b>	<b>50 MARKS</b>

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## SALESMANSHIP (SUBJECT CODE: 831)

### Sample Question Paper 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

<b>Q. 1</b>	<b>Answer any 4 out of the given 6 questions on Employability Skills (1 x 4 = 4 marks)</b>	
i.	As per 'The Big Five', personality classification, identify the personality trait that is Creative, curious and cultured. a. Openness                      b. Consciousness c. Extraversion                  d. Obsessive	1
ii.	What type of need is a social form of motivation involving a competitive drive to meet the standards of excellence? a. Need for affiliation      b. Need for achievement c. Need for love                d. Need for growth	1
iii.	List two Components of a spreadsheet. a. Headers and footers      b. Table and charts c. Rows and columns        d. Formulas and functions	1
iv.	A formula in Calc always starts with a/an _____ sign? a. =                                      b. / c. *                                      d. #	1
v.	Identify the fear of an entrepreneur that works on the presumption that everything could go wrong in business.	1
vi.	What is meant by Start up?	1

<b>Q. 2</b>	<b>Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)</b>	
i.	What is the main task of sales organization? a. To effect sales              b. To earn profits c. To achieve targets        d. To work efficiently	1
ii.	Define Organized Retailing.	1
iii.	Which type of sales territory is most suitable for territories which contain both urban and non-urban areas ? a. Cloverleaf                      b. Wedge c. Hopscotch                      d. Circle	1
iv.	Give the meaning of extrinsic motivation.	1
v.	Name the type of Compensation Plan used by Tupperware to compensate its salespeople. a. Straight commission      b. Performance Bonuses c. Straight salary                d. Salary plus incentive	1
vi.	List one responsibility of Retail-in-product-demonstrator.	1
vii.	Which is 'not' a type of Non Compensation Reward? a. Opportunity for promotion    b. Sense of accomplishment c. Performance Bonus            d. Recognition	1

<b>Q. 3</b>	<b>Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)</b>	
i.	Many large sales organisations may show a combination of product, function and geography. This type of organization is known as ? a. Line Organization              b. Hybrid Organization c. Trade type organization        d. Product Type organization	1
ii.	The essential qualities required by retail in store demonstrator to be a good Product Ambassador are: - a. Professionalism                b. Impatient c. Empathic                            d. Innovation	1
iii.	What is the main motive of establishing a Sales territory?	1

iv.	Enumerate two characteristics of motivated salesman.	1
v.	Shopper's Stop is what type of retail store? a. Departmental store      b. Speciality store c. Discount stores      d. Supermarkets	1
vi.	Mention any two pre-requisites essential in case of a field sales personnel.	1
vii.	Who is the final link between manufacturer and consumer? a. Retailer      b. Wholesaler c. Agent      d. Broker	1

<b>Q. 4</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i.	When is 'Line' organization most suitable? a. When there are a number of products      b. When there is a one-man firm c. When there are a number of functions      d. When there is a partnership	1
ii.	Which retail store is of the size 800-5000 square feet? a. Departmental store      b. Speciality store c. Discount stores      d. Supermarkets	1
iii.	Distinguish between field salespeople and inside salespeople.	1
iv.	The salesperson acts as a _____ for successfully running a retail store. a. Agent      b. Instructor c. Facilitator      d. Mentor	1
v.	The _____ is undertaken based on time and effort taken by the salesperson to cover a geographical unit. a. Workload analysis      b. Account analysis c. Sales Quota      d. Sales territory	1
vi.	List any one advantage of salary plus incentive plan.	1

<b>Q. 5</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i.	Identify the type of Sales Organization in which only one person has the authority. a. Line and Staff      b. Line c. Product type      d. Trade type	1
ii.	Give the meaning of hawker and peddler?	1
iii.	Define Field Sales.	1
iv.	Certificate of appreciation is what type of non-compensation reward? a. Financial      b. Non-financial c. Basic      d. Comprehensive	1
v.	In case a company offers niche market products, what type of sales organization structure would it have? a. Complex      b. Simple c. Large      d. Specialised	1
vi.	What do you mean by mobility in field sales?	1

<b>Q. 6</b>	<b>Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)</b>	
i.	Define Sales organization.	1
ii.	What is meant by non-store retailing?	1
iii.	Which shape of sales territory should be used, if the firm deals in industrial goods? a. Cloverleaf      b. Wedge c. Hopscotch      d. Circle	1
iv.	Out of the following which is not a dimension of motivation? a. Intensity of desire      b. Persistence c. Direction      d. Goal	1

v.	What is meant by reward system management?	1
vi.	What is meant by 'FMCG' mean? a. Fast moving cost goods                      b. Fast moving cost gross c. Fast moving consumer goods              d. Fast moving consumer gross	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	Explain the meaning of SMART acronym in goal setting.	2
Q. 8	Write the steps to insert and delete cells in Open office calc.	2
Q. 9	Describe 'Decisiveness' and 'Taking Initiative' as the entrepreneurial competencies.	2
Q. 10	Elaborate any two characteristics of entrepreneurship.	2
Q. 11	Explain any two sources of motivation.	2

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

Q. 12	State any two importance of sales organization.	2
Q. 13	Explain the concept of ABC Analysis?	2
Q. 14	State any two advantages of Straight Salary Compensation Plan.	2
Q. 15	Mentioning an employee as a star performer is what type of non-compensation reward?	2
Q. 16	What is store based retailing and how is it different from non store based retailing?	2

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

Q. 17	Describe any three factors affecting sales organization structure.	3
Q. 18	Who act as a facilitator for successfully running a retail store? Discuss his/her any two responsibilities.	3
Q. 19	"Company Perks, Job Security & Knowledge of results play an important role in motivating salespeople" Explain the Non compensation rewards discussed here.	3

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

Q. 20	Explain any two advantages and any two disadvantages of Trade type Sales Organization.	4
Q. 21	Describe the procedure to set up or revise sales territory.	4
Q. 22	In and out stores at HP petrol pumps are what type of store based retail format? Also, explain any two other type of retail store format.	4
Q. 23	ABC Ltd wants to give a commission to salespeople for every sale they close successfully. Therefore, more the number of sales deals closed by a salesman, higher will be his compensation. Identify the compensation plans ABC is following and explain it.	4
Q. 24	Describe any four points of purpose for establishing sales territories.	4