

CBSE | DEPARTMENT OF SKILL EDUCATION

SALESMANSHIP (SUBJECT CODE: 831)

Blue-Print for Sample Question Paper for Class XII (Session 2024-2025)

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	1	1	2
2	Self-Management Skills- IV	2	1	3
3	Information and Communication Technology Skills- IV	1	1	2
4	Entrepreneurial Skills-IV	1	1	2
5	Green Skills-IV	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	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
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

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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.	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.	You're in a meeting at work, and one of your colleagues is sharing their thoughts on a new project. What could you do to demonstrate active listening skills during this conversation? a. Glance at your phone occasionally to check for urgent messages. b. Interrupt their speech to ask questions or share your own ideas. c. Make eye contact, nod your head, and provide verbal affirmations like "yes" or "I see". d. Tune out and start daydreaming about your upcoming vacation.	1

Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
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

Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	Which type of sales organization would be most suitable for ITC, a top FMCG marketer in India offering products such as foods, personal care, Education and Stationery, Safety Matches, Lifestyle Retailing, and Agarbattis? Choose from the following options: a. Product type sales organization b. Functional type sales organization c. Trade type sales organization d. Territorial type sales organisation	1
ii.	Which of the following is NOT one of the primary areas of responsibility for retail in-store product demonstrators? a. Product preparation b. Customer interaction c. Sales management. d. Product promotion	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

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
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

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
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.	What is a sales territory? a. A group of consumers or prospects assigned to a salesperson. b. A geographic area assigned to a salesperson. c. Both A and B d. Neither A nor B	1
iv.	Certificate of appreciation is what type of non-compensation reward? a. Financial b. Non-financial c. Basic d. Comprehensive	1

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 types 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