

CBSE – DEPARTMENT OF SKILL EDUCATION

SALESMANSHIP (SUBJECT CODE 831)

MARKING SCHEME OF Sample Question Paper

Class XII (Session 2019–2020)

Time: 3 Hours

Max. Marks: 60

General Instructions:

- This Question Paper consists of two parts viz. Part A: Employability Skills and Part B: Subject Skills.*
- Part A: Employability Skills (10 Marks)**
 - Answer any 4 questions out of the given 6 questions of 1 mark each.*
 - Answer any 3 questions out of the given 5 questions of 2 marks each.*
- Part B: Subject Skills (40 Marks):**
 - Answer any 10 questions out of the given 12 questions of 1 mark each.*
 - Answer any 5 questions from the given 7 questions of 2 marks each.*
 - Answer any 5 questions from the given 7 questions of 3 marks each.*
 - Answer any 3 questions from the given 5 questions of 5 marks each.*
- This question paper contains 42 questions out of which 30 questions are to be answered.*
- All questions of a particular part/section must be attempted in the correct order.*
- The maximum time allowed is 3 hrs.*

PART A: EMPLOYABILITY SKILLS (10 MARKS)

Answer any 4 questions out of the given 6 questions of 1 mark each:

1	The	(1)
2	To	(1)
3	World Wide Web	(1)
4	Microsoft Power Point, Open Office	(1)
5	Individual's behaviour towards others, attitude, characteristics, mindset makes his personality. There are five parameters which describes an individual's personality:- (i) Openness to experience (ii) Conscientiousness (iii) Extraversion and Introversion (iv) Agreeableness (v) Neuroticism	(1)
6	Reduce, Reuse, Recycle	(1)

Answer any 3 questions out of the given 5 questions of 2 marks each:

7	Importance of business planning:- (i) To make optimal use of resources	(2)
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	(ii) To get more benefits at lower prices products and services at	
8	Different kinds of Non-verbal communication:- (i) Facial Expressions (ii) Gestures (iii) Posture (iv) Touch (v) Body Language	(2)
9	S:- Specific M:-Measurable A:-Achievable R:- Realistic T: Time Bound	(2)
10	(a) Make BOLD:- (I) ctrl+B (II) Select the text-click the menu option format-then select BOLD (b) Font made bigger in size:- ctrl+shift>to increase the size of text	(2)
11	Energy Auditors conduct hands-on tests in order to determine the source of poor energy efficiency. They are specialized consultants who help to improve the efficiency of both residential and commercial buildings.	(2)

PART B: SUBJECT SKILLS (50 MARKS)

Answer any 10 questions out of the given 12 questions:

12	Production	(1)
13	Sales planning	(1)
14	Store based retailing	(1)
15	Sales Quota	(1)
16	Administrative Tasks	(1)
17	Sales Forecasting	(1)
18	India	(1)
19	Both a & b	(1)
20	All of the above	(1)
21	Departmental store	(1)
22	Sales person workload	(1)
23	Sales Management	(1)

Answer any 5 questions out of the given 7 questions of 2 marks each:

24	Budget Sales Quota Classification:- (i) Expense Quota (ii) Gross margin or Net Profit Quota	(2)
25	Problems faced in managing territory: (i) Small and medium scale companies do not use geographical defined territories as the market share is not high. (ii) In technical/industrial products the sales personnel are allocated entire classes of customers, regardless of their locations.	(2)
26	First two stages of Motivation:- (i) Basic Physiological Needs (ii) Safety/Security Needs	(2)

27	Functions of sales organisation:- (i) To effect sales (ii) To market product or service.	(2)
28	Manufacturer sells directly to consumers to establish good relationship with the customers. For example, Bata.	(2)
29	Need for sales quota:- (i) Assist in fixing the performance standard (ii) Controlling the sales and expenses (iii) Motivate the desired performance (any two)	(2)
30	(i) Located in the busy and residential areas. goods are offered.	(ii) Variety and qualitative (2)

Answer any 5 questions out of the given 7 questions of 3 marks each:

31	Types of sales organisation:- (i) Committee type sales organisation (ii) Trade type sales organisation (iii) Product type sales organisation	(3)
32	Advantages of on-line trading:- (i) Mass reach (ii) Retailer can increase his sales volume without making more expenditure on advertisement (iii) No need to invest in maintaining large scale of stocks	(3)
33	Importance of sales organisation:- (i) Study of distribution of wares and consumers (ii) The head must see plans and organise the different necessary functions to take the product from factory to consumers (iii) Focus on easy distribution system	(3)
34	Disadvantages of straight salary plan:- (i) It doesn't distinguish between most productive and least productive workers (ii) It could create a feeling of dis-satisfaction among the different sales person (iii) Salaries are fixed overhead cost to the company	(3)
35	Purpose of having sales territory:- (i) Obtaining the proper market coverage (ii) Establishing the sales person's job and responsibility (iii) Adding to sales force morale	(3)
36	Extrinsic Motivation:- It refers to behaviour that is driven by external rewards such as money ,fame, grades and praise. This type of motivation arises from outside the individual as opposed to intrinsic motivation, which originates inside of the individual. For exp: student is motivated to perform an activity to earn reward or avoid punishment	(3)
37	Advantages of line and staff type of sales organisation:-	(3)

	<ul style="list-style-type: none"> (i) Due importance is given to specialists (ii) Each opportunity is taken care by planning department (iii) Experts can be developed 	
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Answer any 3 questions out of the given 5 questions of 5 marks each:

38	<p>Steps in territory planning:-</p> <ul style="list-style-type: none"> (i) Selecting the control unit (ii) Undertaking an account analysis (iii) Developing the workload analysis of salesperson (iv) Combining the control unit into the sales territory (v) Adjusting for coverage difficulty and redistricting tentative territories 	(5)
39	<p>Components of Motivation:-</p> <ul style="list-style-type: none"> (i) Intensity of desire (ii) Persistence (iii) Direction 	(5)
40	<p>Non compensation rewards:- Sometimes organisation choose other ways to rewards and recognise the excellence of their sales force other than cash benefits is known as non compensation rewards. Types:-</p> <ul style="list-style-type: none"> (i) Opportunity for promotion (ii) Self accomplishment (iii) Recognition (iv) Company's perks (v) Job Security 	(5)
41	<p>Factors affecting sales structure:-</p> <ul style="list-style-type: none"> (i) Product and service related factors (ii) Organisation related factors (iii) Marketing mix related factors (iv) External factors (v) Other factors 	(5)
42	<p>Sales person's job not over even after getting an order ,reasons are:-</p> <ul style="list-style-type: none"> (i) He has to check whether the ordered goods are delivered at right address and on date promised by him. (ii) He has to check whether the payment is received as per the deal or not. (iii) Is the customer satisfied with newly purchased product? (iv) Installation and demos after the delivery of the product (v) Providing after sales services 	(5)