

CBSE | DEPARTMENT OF SKILL EDUCATION

SALESMANSHIP (SUBJECT CODE -831)

Marking Scheme of Sample Question Paper for Class XII

(Session 2020-2021)

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.	D) All of these	1
ii.	D) Obsessive	1
iii.	a) Using the mouse; b) Using the keyboard;	1
iv.	1)Lack of technical knowledge; 2) shortage of funds and resources; 3)Market entry regulations; 4) Fear of failure (Any two)	1
v.	d)Remember;	1
vi.	a) Fights;	1

Q. 2	Answer any 5 out of the given 7 questions (1 x 5 = 5 marks)	
i.	These are the goods meant for immediate consumption like shampoo, cream, oil, etc.	1
ii.	d) Line organization;	1
iii.	c) Hybrid Organization;	1
iv.	b) Territorial Type;	1
v.	b) Specialty Stores;	1
vi.	b) Unorganized	1
vii.	d) All of the above	1

Q. 3	Answer any 6 out of the given 7 questions (1 x 6 = 6 marks)	
i.	c) Discount Stores	1
ii.	a) Individual to district	1
iii.	a) Sales Potential	1
iv.	d) Circle	1
v.	Strong Communication Skills	1
vi.	Recognition	1
vii.	Job Security	

Q. 4	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	c) Both	1
ii.	Unworthy customers	1
iii.	Organized	1
iv.	Demanding and Knowledgeable	1
v.	Robust Customer loyalty	1
vi.	Sales	1

Q. 5	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Goods and Services	1
ii.	Line and staff	1

iii.	a) Customs and traditions	1
iv.	Compensation and non-compensation Rewards	1
v.	1.) Product sales are aimed at selling standardize products where as solution sales aims at customized product. 2.) Product sales representative need strong and special selling skills whereas Solution sales representative need flexible skills as per customers needs.	1
vi.	Motivated	1

Q. 6	Answer any 5 out of the given 6 questions (1 x 5 = 5 marks)	
i.	Psychological	1
ii.	Sales territories facilitate matching selling efforts with sales opportunities. The Sales personnel are allocated the duty of serving specific groups of customers and prospects and provide contact points with the markets.	1
iii.	job satisfaction	1
iv.	It means audit of each geographical unit in terms of sales potential	1
v.	Accurate	1
vi.	Convenience store	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	1)Simple to administer; 2)Stability of Income;	2
Q. 8	A positive feedback and attention from a boss are a top Non-financial incentive for employees. A report of Sales efforts of Sales person.	2
Q. 9	1)Expensive Organization; 2)Duplication of effort	2
Q. 10	Organized-Fixed Structure; Principle of Unity Unorganized-No fixed structure, mostly mobile; Principle of Fragmentation	2
Q. 11	Suitable for both Urban and Non-urban areas. The radius starts from most populated Urban Centre.	2

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

Q. 12	<p style="text-align: center;">Store based</p> <p>They have a brick and mortar retail shops with permanent location. Example -> convenience store , super market , etc..</p>	<p style="text-align: center;">Non-store based</p> <p>They are click and sell retail store with no permanent structure. Example -> telemarketing , online retailing , etc..</p>	2
Q. 13	Direct communicator, Develop Report, Product Preparation, Product Display, Product Experience, etc..		2
Q. 14	1.)product sales are aimed at selling standardize products where as solution sales aims at customized product. 2.)product sales representative need strong and special selling skills whereas solution sales representative need flexible skills as per customers needs.		2
Q. 15	Pre-requisites of field sales personnel		2

	1.) Mobility 2.) Prioritizing by Area 3.) Territory Management	
Q. 16	If the accounts or clients are located randomly or scattered in a geographical area, the cloverleaf shape is used. This type of shape is more often found in industrial markets than in consumer markets	2

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

Q. 17	The sales structure is determined by nature of the Product or Service. FMCG products like shampoo, oil, creams, soap, etc., the organizations size is large and flat at lower level, since it caters to large consumer base frequently demanded products. In the same way service, if requirements are large like, Water purifier, the organization would be large and complex to have better control over Service staff or franchises.	3
Q. 18	Factory Outlet- deals in surplus stock , Directly sold by the manufacturer at a discount. Stock can be either first-quality merchandise or discontinued, irregular, cancelled orders at a very low price. The discount can range from 25-75%	3
Q. 19	Activities in field-selling- 1) Generating new business through regular visits to prospects/clients. 2) Ensuring an effective customer inclusion process to enhance their satisfaction level. 3) Safeguarding the interest of high net-worth customers. 4) Holding responsibility to close sale deal (Any 3)	3

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

Q. 20	Functions of a facilitator: 1.) Working with an engaging customer. 2.) Educating Customers. 3.) Conducting transactions. 4.) Restocking shelves and setting up display. 5.) Performing Inventory; 6.) Opening and closing the store. (Any 4 with suitable explanation)	4
Q. 21	Procedure for setting sales Territories: 1.) Selecting control unit. 2.) Undertaking account analysis. 3.) Developing workload analysis. 4.) Combining control Units into Sales Territories. 5.) Assigning sales personnel to Territories. (All steps need to be explained)	4
Q. 22	Establishing Sales Territories serves following objectives: 1.) Obtaining proper market coverage. 2.) Establishing Sales persons jobs and responsibilities. 3.) Adding to Sales Force Morale. 4.) Evaluating Sales Performance. 5.) Controlling Sales force. 6.) Improving customer relations. 7.) Reducing selling expenses. 8.) Coordinating Selling and other marketing functions. (Any 4 with suitable explanation)	4

Q. 23	Basis	Compensation Rewards	Non-compensation Rewards	4
	Meaning	Paid in terms of money	Paid in kinds rather than money	
	Nature	Tangible, quantitative, measurable	Intangible, qualitative and not measurable	
	Level	Paid to lower level	Made available to higher level employees	
	Determination	On the basis of contract of employment	On the basis of values, attitude and liking of the seniors (4x1)	
Q. 24	<p>Salary plus incentive plan or Combination plan-</p> <p>-This plan offers benefit of incentive, control and flexibility.</p> <p>- Designed to overcome weaknesses of straight salary and straight commission plan.</p> <p>Compensation=Salary +Commission + Bonus</p> <p>Advantages:</p> <p>1)Flexible;</p> <p>2)Suitable for skill-based jobs.</p> <p>3)Attractive to high potential salesman (3 points with suitable explanation)</p>			4