

# CBSE | DEPARTMENT OF SKILL EDUCATION

## SALESMANSHIP (SUBJECT CODE-831)

### CLASS XII (SESSION 2021-2022) BLUE-PRINT FOR SAMPLE QUESTION PAPER FOR TERM -1

Max. Time Allowed: 1½ Hours

Max. Marks: 30

#### PART A - EMPLOYABILITY SKILLS (05 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS (1 MARK EACH)
1	Communication Skills-IV	2
2	Self-Management Skills-IV	2
3	Information and Communication Technology Skills-IV	2
TOTAL QUESTIONS		6 Questions
NO. OF QUESTIONS TO BE ANSWERED		Any 5 Questions
TOTAL MARKS		1 x 5 = 5 marks

#### PART B - SUBJECT SPECIFIC SKILLS (25 MARKS):

UNIT NO.	NAME OF THE UNIT	NO. OF QUESTIONS (1 MARK EACH)
1.	Sales Organisation	16
2.	Inside Selling / Store Based Retailing	16
TOTAL QUESTIONS		32 Questions
NO. OF QUESTIONS TO BE ANSWERED		25 Questions
TOTAL MARKS		1 x 20 = 20 MARKS

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### CLASS XII (SESSION 2021-2022) SAMPLE QUESTION PAPER FOR TERM -1

Max. Time Allowed: 1½ Hours

Max. Marks: 30

#### General Instructions:

1. Please read the instructions carefully
2. This Question Paper is divided into 03 sections, viz., Section A, Section B and Section C.
3. Section A is of 05 marks and has 06 questions on Employability Skills.
4. Section B is of 20 marks and has 25 questions on Subject specific Skills.
5. Section C is of 05 marks and has 07 competency-based questions.
6. Do as per the instructions given in the respective sections.
7. Marks allotted are mentioned against each section/question.
8. All questions must be attempted in the correct order

#### SECTION A

Answer any 5 questions out of the given 6 questions on Employability Skills

(1 x 5 = 5 marks)

1.	Identify the form of Verbal Communication from the following : - a) Sounds b) Gestures c) Body Language d) Sign Language	1
2.	A document is saved and shared in _____ format, to restrict the recipient to modify it. a) PPT b) PDF c) Word d) Excel sheet	1
3.	_____ is a long sheet of rows and columns on the computer screen that helps to manage and organise data in rows and columns. a) Worksheet b) Datasheet c) Newsheet d) Spreadsheet	1

4.	Which of the following is not a step of Active Listening ? a) Absorb b) Contact c) Confirm d) Demonstrate	1
5.	Radhey, the sales manager of Tulip Creations got promoted twice within a span of seven months because of his hardwork and reliable nature. The management was also impressed with his systematic and organised working style. Identify Radhey's personality trait discussed here. a) Extraversion b) Agreeableness c) Conscientiousness d) Emotional Stability	1
6.	Match the following :- A. Paranoid                      i. they are not interested in social relationships B. Antisocial                    ii. they believe that other people will harm them C. Schizoid                        iii. they are impulsive and have problems in relationships D. Borderline                    iv. they don't follow rules and regulations a) iv, ii, i, iii b) ii, iv, i, iii c) iii, i, ii, iv d) i, iii, iv, ii	1

## SECTION B

Answer any 20 questions out of the given 25 questions

(1 x 20 = 20 marks)

7.	The main task of sales organisation is to effect _____ a) Sales b) Promotion c) Production d) Distribution	1
8.	_____ is the final link between the manufacturer and the consumer. a) Agent b) Dealer c) Retailer d) Wholesaler	1
9.	Kirana shops are also referred as :- a) Hawkers and Peddlers b) Market Traders c) Street Traders d) Mom & Pop shops	1

10.	Myntra is a major fashion e-commerce company based in _____. a) UK b) USA c) India d) Germany	1
11.	The factory outlets offer discounts ranging between _____ all the year round. a) 20% - 80% b) 25% - 75% c) 25% - 60% d) 50% - 85%	1
12.	Identify the retail format that sells a number of brands under one roof. a) Supermarkets b) Hypermarkets c) Department Stores d) Factory Outlets	1
13.	Territorial Sales Organisation have many Problems, which they easily solve through a) Hiring better skilled executives b) Penalising the employees c) Hiring a management consultant d) Recording it in the register	1
14.	Line sales Organisation is most suitable for a) Large Organisation b) One Man Firms c) Small Size Organisation d) Medium Size Organisation	1
15.	Identify the marketing strategy under which a company tries to sell its products from a vendor to a big store i.e. a customer will be able to find the product everywhere he goes. a) Intensive Distribution b) Extensive Distribution c) Inclusive Distribution d) Exclusive Distribution	1
16.	Today's consumer is more knowledgeable and demanding, _____ and _____ growth has made a significant impact on the lives of consumer. a) Legal & Social b) Cultural & Economical c) Environmental & Political d) Industrial & Technological	1
17.	Match the following :- A. Department Stores                      i. these have clear defined target market B. Convenience Stores                    ii. these do not sell fruits & vegetables C. Speciality Stores                        iii. these are manufacturer owned stores D. Factory Outlet                            iv. these can be handled by 2-3 employees  a) ii, iv, i, iii b) iv, ii, iii, i c) iii, i, iv, ii d) i, iii, ii, iv	1

18.	The firms dealing in _____ usually have large and complex sales organisation structure. a) Cars b) Televisions c) Water Purifiers d) Plus Size Clothes	1
19.	Trade Type Sales Organisation enjoy customer loyalty and are able to develop successful customer relationship however they face problems due to : a) Quick Decision making b) No scope of individual responsibility c) Dominance of Chairman over the proceedings d) Duplication of efforts and increased expenses	1
20.	The development in technology and point of sale systems has streamlined _____ to a great extent. a) Performing Inventory b) Maintaining Registers c) Restocking of Goods d) Displaying of Goods	1
21.	Walmart is the largest _____ a) Supermarket b) Hypermarket c) Depart Store d) Discount Store	1
22.	Sales Organisation stimulates _____ and reaches out to the potential customers. a) Demand b) Production c) Promotion d) Distribution	1
23.	Globally if we compare the penetration of organised retail, USA tops the chart followed by Taiwan and Malaysia. It dominates _____ percentage of organised retailing. a) 8 b) 12 c) 85 d) 95	1
24.	Sales Organisation involves transfer of ownership of merchandise on terms satisfactory to both the _____ and the _____. a) consumer and marketer b) producer and dealer c) wholesaler and agent d) distributor and retailer	1
25.	Line Sales Organisation is the oldest and simplest form of sales organisation that is characterised by _____. a) Authority flowing Upwards b) Authority flowing Downwards c) Authority flowing Diagonally d) Authority flowing Horizontally	1

26.	Choose the example of Hypermarket from the following :- a) Walmart b) Shoppers Stop c) Bombay Bazar d) Metro Cash & Carry	1
27.	Match the following :- A. Line Sales Organisation                      i. Managers need to be experts in limited skills. B. Product Sales Organisation                  ii. Develops 'Yes man' C. Hybrid Sales Organisation                  iii. Suitable for FMCG companies D. Functional Sales Organisation              iv. Also referred as Matrix Sales Organisation a) iv, i, iii, ii b) iii, ii, i, iv c) ii, iii, iv, i d) i, iv, ii, iii	1
28.	A retail store having physical presence in a building or other structure that offers goods and services to its customers face to face is referred to as _____. a) Online Retailing b) Brick & Mortar Retailing c) Click & Mortar Retailing d) Non Store Based Retailing	1
29.	Pearl Ltd. is a distributor of specialised and niche market products, its sales organisation structure would be _____. a) Large b) Complex c) Simple d) Complicated	1
30.	Choose from the following, the basis used by Indian Railways for establishing its Sales Organisation structure. a) Zone b) Services c) Division d) Territory	1
31.	Product Type Sales Organisations are most suitable to : a) Firms having different type of customers b) Firms with large product portfolio c) Firms having various functional departments d) Firms providing Line and Staff Authority to President-sales	1

**SECTION C**  
**(COMPETENCY BASED QUESTIONS)**

**Answer any 5 questions out of the given 7 questions**

**(1 x 5 = 5 marks)**

32.	ASSERTION (A) : A Sales Organisation works in dual capacity. REASON(R): It motivates wholesalers and retailers to stock the products and stimulates customers to buy these products. a) Both the statements (A) and (R) are correct and (R) is the right explanation of (A) b) Both the statements (A) and (R) are correct but (R) is not the right explanation of (A) c) Statement (A) is correct and statement (R) is incorrect d) Both statements (A) and statement (R) are incorrect	1
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33.	The letter 'S' in SKU stands for _____. a) Stock b) Store c) Seller d) Salesperson	1
34.	_____Sales Organisation is characterised by dominance of Chairman in the proceedings. a) Trade Sales Organisation b) Committee Sales Organisation c) Territorial Sales Organisation d) Line & Staff Sales Organisation	1
35.	In and Out stores at Hindustan Petroleum Pumps are mostly open 24 x 7 and are visited by customers who make quick purchases in small quantities while their vehicles get refueled. Name this store based retail format. a) Supermarkets b) Specialty Stores c) Department Stores d) Convenience Stores	1
36.	Identify the disadvantage of functional Sales Organisation from the following :- a) Successful Customer Relationship b) Increased Customer Loyalty c) Buck Passing of Responsibility d) Supervision of employees is very easy	1
37.	Ramesh and Ravi are sales managers in A&B Cosmetic Pvt. Ltd. Both the managers are highly educated, innovative and competent. They always keep in mind the technological improvements, shifts in consumer preferences and competition in the market while formulating policies and preparing the future plans. What type of sales organisation structure would A&B Cosmetics Pvt. Ltd. design in the light of competence and experience of its managers? a) Small and Simple b) Large and Simple c) Small and Complex d) Large and Complex	1
38.	Sanaya, the Department Manager of XYZ Mall has been vertically shifted to a higher designation. Now, she has comparatively greater authority and responsibilities. Her responsibilities comprise of executing merchandising plans and achieving sales goals of other departments. She supervises the training and develops managers. Identify the higher designation she is promoted to. a) Store Manager b) Group Manager c) General Manager d) Sales Demonstrator	1