

# CBSE | DEPARTMENT OF SKILL EDUCATION

## SALESMANSHIP (SUBJECT CODE- 831)

CLASS XII (SESSION 2021-2022)  
MARKING SCHEME SAMPLE QUESTION PAPER FOR TERM - II

Max. Time Allowed: 1 ½ Hours (90 min)

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.
  - a) Questions numbers 1 to 4 are one mark questions. Attempt any three questions.
  - b) Questions numbers 05 and 06 are two marks questions. Attempt any one question.
4. Section B is of 17 marks and has 16 questions on Subject specific Skills.
  - a) Questions numbers 7 to 13 are one mark questions. Attempt any five questions.
  - b) Questions numbers 14 to 18 are two marks questions. Attempt any three questions.
  - c) Questions numbers 19 to 22 are three marks questions. Attempt any two questions.
5. Section C is of 08 marks and has 03 competency-based questions.
  - a) Questions numbers 19 to 21 are four marks questions. Attempt any two questions.
6. Do as per the instructions given in the respective sections.
7. Marks allotted are mentioned against each section/question.

### SECTION A

(3 + 2 = 5 marks)

Answer any 03 questions out of the given 04 questions		1 x 3 = 3
<b>Ans.1</b>	Fear is an unpleasant feeling triggered by the perception of danger, real or imagined in human psychology. In the process of entrepreneurship, fears are like obstacles.	1
<b>Ans.2</b>	One who has vision, knowledge to start up Enterprise and is ready to take risk, initiative and has management ideas.	1
<b>Ans.3</b>	1. Use less hot water 2. Use the "off" switch (Any other correct way)	1
<b>Ans.4</b>	Green jobs in eco-tourism include eco-tour guides and eco-tourism operators.	1
Answer any 01 question out of the given 02 questions		1 x 2 = 2
<b>Ans.5</b>	Entrepreneurship is considered to be both an art and a science. For a subject to be considered as science, it needs to have a stepwise progression substantiated by valid proof like chemistry or physics. There are steps that need to be followed to attain a specific result. On the other hand, some subjects are categorized as art, where no specific way to attain a result is required and the skill of using the subject matter is of prime importance.	2
<b>Ans.6</b>	Green jobs help: <ul style="list-style-type: none"><li>• increase the efficiency of energy and raw material.</li><li>• reduce greenhouse gas emissions.</li></ul>	2

**SECTION B****(5 + 6 + 6 = 17 marks)**

<b>Answer any 05 questions out of the given 07 questions</b>		<b>1 x 5 = 5</b>
<b>Ans.7</b>	It facilitates matching selling efforts with sales opportunities. It consists of consumers, Prospects geographical areas assigned to salesperson.	<b>1</b>
<b>Ans.8</b>	Cloverleaf shape is more often found in Industrial markets than in consumer markets.	<b>1</b>
<b>Ans.9</b>	ABC analysis in the analysis wherein if the sales potential is high, it is categorized as 'A', average sales potential is categorized as 'B', while below average sales potential is classified as 'C' category.	<b>1</b>
<b>Ans.10</b>	It is defined as a task required where face to face sales calls are required and are frequently made by companies, representatives to its corresponding customers to their homes or places where business deal may occur.	<b>1</b>
<b>Ans.11</b>	Motivation has been derived from the word Latin word 'movere', meaning to move.	<b>1</b>
<b>Ans.12</b>	Follow up means keeping good records of the customer's prospects, referral sources with intent to get new business.	<b>1</b>
<b>Ans.13</b>	In this method commission is paid to the salespeople for every sale they close successfully.	<b>1</b>
<b>Answer any 03 questions out of the given 05 questions</b>		<b>2 x 3 = 6</b>
<b>Ans.14</b>	<p>1. The Hedge This is most suitable for territories which contain both urban and non-urban areas. They can be divided into many sizes and the travel time can be maintained by balancing between the calls of urban and the non-urban areas.</p> <p>2. The Hopscotch In this shape the salesperson begins from the last point and reaches out to the customers while coming back to the office.</p>	<b>1+1= 2</b>
<b>Ans.15</b>	It is set for various units in sales organization to control expenses, gross margin or net profit. The intention in setting budget quotas is to make it clear to the sales personnel that their jobs consists of something more than obtaining sales volume.	<b>2</b>
<b>Ans.16</b>	Any two of the following types of sales quotas: (1) Sales Volume, (2) Budget, (3) Activity, (4) Combination.  Discuss in detail.	<b>2</b>
<b>Ans.17</b>	The first two stages of motivation as a psychological phenomenon are:- a. A felt need or drive b. A stimulus in which needs have to be aroused with brief explanation.	<b>2</b>



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

**(2 x 4 = 8 marks)**

<b>Answer any 02 questions out of the given 03 questions</b>		
<b>Ans.23</b>	<p>He is doing field selling.</p> <p>The Pre-requisites required for field selling are:</p> <p>a). MOBILITY- Customer's information, Timely information, Travelling from one destination to another.</p> <p>b). PRIORITIZING BY AREA-</p> <ul style="list-style-type: none"> <li>• To convince, spend time, understand handle objection, Record information of customers</li> <li>• Keeping Track of where, when, who they will be with</li> <li>• Need for insights into high valued customers in sales territory to visualize and prioritize</li> </ul> <p>C) TERRITORY MANAGEMENT-</p> <p>Routing, planning, and scheduling the way around a territory.</p>	<b>4</b>
<b>Ans.24</b>	<p>Motivation is very necessary to develop an efficient and enthusiastic sales team, which can increase brand awareness and drive the sales of company's products forward. Motivated salesmen can exponentially increase firm's revenues and play a crucial role in ensuring the success of a business. Without motivation the staff may feel that their efforts are going unrecognized and ultimately an unmotivated sales team leads to decrease in sales. Motivation can also be viewed as intrinsic motivation or extrinsic motivation. A salesperson is said to be intrinsically motivated if he/she finds his/her job inherently rewarding and satisfying. On the other hand, a salesperson will be extrinsically motivated if he/she is externally motivated by rewards such as pay, formal recognition, awards, perks etc.</p>	<b>4</b>
<b>Ans.25</b>	<p>Organizational rewards can be classified into two types: Compensation Rewards and Non-Compensation Rewards.</p> <p>(i) Compensation Rewards- These rewards are given to salespersons in return for acceptable performance or effort in accomplishment of assigned task. Compensation rewards can include both financial compensation, that is, compensation in terms of money or perks, and non-financial compensation like opportunities for growth and promotion, recognition of efforts etc.</p> <p>(ii) Non-compensation Rewards-Non-compensation rewards are more general rewards and not given in return for certain targets met or goals achieved by the salespersons.</p> <p>These include factors related to the work-situation and well-being of each of the salespersons. Interesting and challenging jobs, a degree of control over own-activities, adequate resources for completion of jobs, practicing a supportive sales management leadership style, etc. are some examples of non-compensation rewards that can motivate employees. Also explain any two types of compensation and non-compensation rewards.</p>	<b>4</b>