CBSE Class 12 Salesmanship 2007 - Set 204

Question Paper

Conducted by the Central Board of Secondary Education (CBSE)

Time Allowed: 3 Hours **Maximum Marks: 60**

General Instructions

(i) All questions are compulsory.

(ii) Marks allotted to questions are indicated against each of them.

Questions

1. What factors affect the purchase of consumer products ? Explain with the help of suitable examples.

2. What information would you require to collect, as a salesperson of an industrial product, before making a sales presentation to any prospective customer ? Explain.

3. What is a standard sales presentation ? What are its limitations ? Explain.

4. What types of objections are generally raised by customers during the course of sales presentation ? Explain.

5. How can a salesperson effectively handle the queries of customers of consumer goods ? Explain.

6. Why is it important to plan a sales presentation ? Explain.

7. What guidelines would you suggest for making an effective sales presentation ? Explain.

8. Explain the importance of after sales services in marketing of durable consumer products, with the help of suitable examples.

9. Give two distinguishing characteristics of the buyers of consumer products.

10. What can be the motives for the purchase of a motorcycle by a teenager ? Give two examples each of rational motives and emotional motives.

11. Give two objectives of making sales calls for an industrial product.

12. What supporting evidence would you like to use for making a sales presentation to a knowledgeable buyer ? Make a list.

13. Develop a sales presentation for a consumer product of your choice.

14. State the objective of 'closing the sale'.

15. Make a list of any four follow-up activities which are important for the marketing of consumer durable products.

16. How can objections in respect of price of products be handled ? Give any two examples.

- End of Question Paper -