CBSE Class 12 Salesmanship 2010 - 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. "Identification of potential customers and their need is an important first step in the process of sales of any product or service." Explain with examples.

2. What is a sales presentation ? Why is it important to plan a sales presentation ? Explain with the help of examples.

3. What is a Standard Sales Presentation ? Explain its merits and limitations.

4. What objections are generally made by potential customers while buying a product ? Explain with examples.

5. Explain the importance of providing After Sales Service in case of consumer durable products.

6. What are important steps in making a sales presentation to a potential buyer ? Explain.

7. How do supporting evidences help in making a sales presentation ? Explain with the help of examples.

8. What are rational buying motives ? Explain with the help of examples.

9. What are the factors affecting purchase of a consumer non-durable product ? Explain with the help of examples.

10. What is meant by planning a sales presentation ? Explain.

11. How can the interest of potential buyer be noted while making a sales presentation ? Explain.

12. What are the important methods of making a sales presentation ? Explain.

13. How would you establish rapport with a potential buyer ? Give two examples.

14. Give two examples of how a salesperson can help a buyer in making choice of a product.

15. List any four factors affecting purchase of consumer products.

16. List four after sales services offered by a seller.

- End of Question Paper -