# CBSE Class 12 Salesmanship 2011 - 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. State any two basic needs of a customer.

2. What is meant by 'sales presentation' ?

3. List any four methods of 'sales presentation'.

4. Give the meaning of 'After Sales Service'.

5. Explain, how would you help a customer in selecting, being the salesman for readymade garments.

6. State any three methods of 'sales presentation'.

7. State any three points of importance of sales presentation.

8. With the help of an example, give the meaning of 'Rational Buying Motive'.

9. Explain, how would you handle the telephonic queries of customers.

10. How would you identify the needs of a new customer ? Explain.

11. Describe the procedure of planning calls to the customers.

12. What is the need for 'sales presentation' ? Explain.

13. How would you remove the objections of the customers regarding price and quality of cereals as the salesman in a departmental store ?

14. Explain the nature of objections of the customers about the genuineness and quality of products.

15. Describe any four factors affecting purchase of products.

16. Explain the steps in the process of 'sales presentation'.

**- End of Question Paper -**