CBSE Class 12 Salesmanship 2012 - 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 motives each for the purchase of (i) Cell phone (ii) Motor Cycle by a person.

2. What is meant by sales presentation ?

3. List any two methods of identifying needs of a customer.

4. List any two methods of handling customer's complaints.

5. List the different types of customers.

6. Give the meaning of planning sales presentation.

7. As a salesperson representing a life insurance company, how would you identify the need of a potential customer ? Explain.

8. Explain the advantages of planning a sales presentation for products and services.

9. How does product demonstration help in the sale of a consumer durable product ? Explain with the help of suitable examples.

10. What follow-up activities can be undertaken by the marketers of industrial products ? Explain.

11. Why should a salesman treat a customer's objections with respect ? Explain.

12. What steps are taken by a salesperson in making a sales presentation of an industrial product ? Explain.

13. What supporting evidence can be used for making effective sales presentation by sales representatives of a drug marketing firm ? Explain.

14. Distinguish between rational and emotional buying motives for consumer products.

15. Who are organisational buyers ? How are they different from ultimate consumers ? Explain.

16. Explain the important sources for collecting necessary information for planning sales presentation for a product.

17. What do you mean by sales presentation ? What are the different types of sales presentation ? Explain.

18. How can the objections of a potential buyer with respect to (i) 'quality' (ii) 'price' of a product be handled ? Explain with suitable examples.

- End of Question Paper -