

CBSE Class 12 Salesmanship 2019 - Set 308

Question Paper

Conducted by the Central Board of Secondary Education (CBSE)



Time Allowed: 3 Hours

Maximum Marks: 60

General Instructions

- (i) This question paper contains 33 questions in two sections; attempt 25 questions.
- (ii) Section A: Answer any ten of Questions 1–12 (multiple choice, 1 mark each), any five of Questions 13–19 (2 marks each), and any five of Questions 20–26 (3 marks each).
- (iii) Section B: Answer any five of Questions 27–33 (5 marks each).

Section A

Attempt **any ten** questions. $1 \times 10 = 10$

1. In Retail, order sizes tend to be small but

- (A) Regular (B) Consistent
(C) Occasional (D) Many

2. A franchisee sells a franchiser's products

- (A) Regularly (B) Exclusively
(C) Occasionally (D) Wholesale

3. Sales Contests are _____ incentive programmes.

- (A) Long term (B) Medium term
(C) Short term (D) All of the above

4. Job description statement of salesforce is useful for

- (A) Recruitment Process (B) Selection Process
(C) Sales Training (D) Evaluation of Salespeople
(E) All of the above

5. Line sales organization structure is most suitable for

- (A) Small size organizations (B) Medium size organizations
(C) Large size organizations (D) None of the above

6. The lifestyle of consumer is changing due to

- (A) Increase in mobility (B) Increase in disposable income
(C) Media exposure (D) Increase in international business
(E) All of the above

7. Snapdeal is an E-commerce company based in

- (A) U.S.A. (B) U.K.
(C) Germany (D) India

8. Effective territory design and allocation of salespeople to territories results in

- (A) Improved salesforce performance (B) Improved company performance
(C) Both (a) and (b) (D) None of the above

9. Some of the commonly used routing patterns are straight line, hopscotch, cloverleaf and one of the following :

- (A) Rectangular (B) Square
(C) Circular (D) Hexagonal

10. Sales quotas are not suitable in

- (A) Buyers market (B) Sellers market
(C) Competitive market (D) None of the above

11. The first step in designing an effective compensation plan is

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| (A) Set up specific objectives | (B) Examine the existing job descriptions |
| (C) Decide levels of pay or compensation | (D) Decide indirect payment plan |

12. It is important to motivate salespeople due to

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|--------------------------------------|------------------------------------|
| (A) Changes in marketing environment | (B) Conflicting company objectives |
| (C) Unique nature of the sales job | (D) Separate motivational package |
- (E) All of the above

Attempt **any five** questions. $2 \times 5 = 10$

13. What is meant by territorial sales organization ?

14. State any three functions of sales organization.

15. What is meant by line sales organization structure ?

16. Explain the advantages of organized retail format.

17. 24×7 is a large well established individual retailer in Bangalore. He has a regular clientele of hundreds of local citizens. Recently two major national retail chains have opened supermarkets in the same locality. Being an owner of the 24×7 , what will you do and why ?

18. Highlight any two major problems faced by companies in managing the territory.

19. State the pre-requisites to be considered in field selling.

Attempt **any five** questions. $3 \times 5 = 15$

20. Why is it important for a sales manager to set quotas for salespeople ?

21. What is the significance of motivation in salesmanship ?

22. "If you pay a salesperson enough, you will have a well-motivated salesperson." Comment.

23. Explain how organizational rewards are important to direct the behaviour of salespeople towards the attainment of organizational objectives.

24. What is meant by extrinsic motivation ? Explain with the help of examples.

25. Describe the procedure for designing a territory.

26. Explain the Retailing scenario in India.

Section B

Attempt **any five** questions. $5 \times 5 = 25$

27. What are the benefits and limitations of automatic vending machines ?

28. Differentiate between super market and hyper market.

29. If you are appointed as a sales trainer for a consumer products strategic business unit of a large multi-national company with 100 salespeople, how would you decide their specific training needs ?

30. Explain the advantages and disadvantages of line and staff type sales organization.

31. Discuss why a salesperson's job is not over even after getting an order.

32. Highlight the methods for setting the sales volume quota.

33. How is 'opportunity for promotion' considered as a motivational force to salesmen ?

- End of Question Paper -