

Question Paper

Conducted by the Central Board of Secondary Education (CBSE)



Time Allowed: 3 Hours

Maximum Marks: 60

General Instructions

- (i) Read the following instructions very carefully and strictly follow them : (a) This question paper consists of two parts viz. Section A : Employability Skills and Section B : Subject Skills. (b) Section A : Employability Skills (10 Marks)
- (ii) Answer any 4 questions out of the given 6 questions of 1 mark each.
- (iii) Answer any 3 questions out of the given 5 questions of 2 marks each. (c) Section B : Subject Skills (50 Marks)
- (iv) Answer any 10 questions out of the given 12 questions of 1 mark each.
- (v) Answer any 5 questions from the given 7 questions of 2 marks each.
- (vi) Answer any 5 questions from the given 7 questions of 3 marks each.
- (vii) Answer any 3 questions from the given 5 questions of 5 marks each. (d) This question paper contains 42 questions out of which 30 questions are to be answered. (e) All questions of a particular part/section must be attempted in the correct order. (f) The maximum time allowed is 3 hours.

Section A

Answer any 4 questions out of the given 6 questions of 1 mark each. $1 \times 4 = 4$

1. Re-arrange the words to form a question.

fighting?/they/are/why

2. What is visual perception ?

3. Which of the following is a quality of a self-confident person ?

- | | |
|---------------|-------------------|
| (A) Patience | (B) Compassionate |
| (C) Committed | (D) Passionate |

4. Dressing and grooming are important because they help us to look _____ .

- | | |
|------------|----------------------|
| (A) Smart | (B) Untidy |
| (C) Shabby | (D) All of the above |

5. What is the full form of GPS ?

- | | |
|-------------------------------|----------------------------|
| (A) Global Positioning System | (B) Global Payment System |
| (C) Global Program System | (D) Global Pointing System |

6. What are Green Jobs ?

Attempt any 3 questions out of the given 5 questions of 2 marks each. $2 \times 3 = 6$

7. List any two characteristics of hybrid business.

8. Why is grooming an important part of self-management skills ?

9. Define ICT. Name any two ICT devices.

10. What characters should the password have in an e-mail address, to make it more secure ?

11. What are Green Skills ? Name any two.

Section B

Answer any **10** questions out of the given **12** questions of **1** mark each. $1 \times 10 = 10$

12. The sales department provides jobs to many _____.

- (A) People (B) Products
(C) Services (D) Sources

13. The main task of a sales organization is to effect _____.

- (A) People (B) Experiences
(C) Task (D) Sales

14. Retail formats in India are divided into _____.

- (A) Store based (B) Non-store based
(C) Both (A) and (B) (D) None of the above

15. Walmart is the largest _____.

- (A) Supermarket (B) Hypermarket
(C) Department store (D) Discount store

16. The lifestyle of the consumer is changing due to _____.

- (A) increase in mobility (B) increase in disposable income
(C) media exposure (D) All of the above

17. Opening and closing of stores can be a part of salesperson's responsibility. (True/False)

18. Since more sales means more commission, salespeople sometimes extend more sales on credit to _____.

- (A) Unworthy customers (B) Worthy customers
(C) Both (A) and (B) (D) None of the above

19. A commission is paid to salespeople for every sale they _____ successfully.

- (A) Initiate (B) Close
(C) Try (D) Thought

20. Rewards given to salespeople towards the attainment of organizational objectives may be _____.

- (A) Compensation rewards (B) Non-compensation rewards
(C) Both (A) and (B) (D) None of the above

21. The concept of pitching products and services to clients outside the organization is known as _____.

- (A) Field sales (B) Budget sales
(C) Marketing (D) All of the above

22. _____ are quantitative objectives assigned to sales organizational units and individual sales personnel.

- (A) Contests (B) Promotions
(C) Quotas (D) Budgets

23. A group of consumers, prospects or geographical areas assigned to a salesperson are known as _____ .

- (A) Field selling (B) Sales territory
(C) Segmentation (D) Market

Attempt any 5 questions from the given 7 questions of 2 marks each. $2 \times 5 = 10$

24. What are non-compensation rewards ?

25. What is Rupee sales volume quota ?

26. What do you mean by territory shape ? Name any two.

27. What are the features of a discount store ?

28. What is a Sales Organization ?

29. State the first two stages of motivation.

30. What is meant by "In-store based selling" ?

Attempt any 5 questions from the given 7 questions of 3 marks each. $3 \times 5 = 15$

31. What factors affect sales organization ?

32. State advantages of Line organization.

33. What are the disadvantages of straight salary plan ?

34. What are different dimensions of 'motivation' ?

35. What is the importance of motivation in salesmanship ?

36. What are the functions of a sales facilitator ?

37. Describe the structure of a hybrid organization.

Attempt any 3 questions from the given 5 questions of 5 marks each. $5 \times 3 = 15$

38. Whereas nothing attracts salesmen like hard cash, but sometimes non-financial rewards also charge up the sales team. Do you agree ? Give reason.

39. Discuss the procedure for setting sales quota in detail.

40. Explain how formal and informal recognition is an integral part of salesforce reward systems.

41. What is store-based retailing ? How is it different from non-store based retailing ?

42. Describe the steps in territory planning.

- End of Question Paper -