

CBSE Class 12 Salesmanship 2022 - Set 355

Question Paper

Conducted by the Central Board of Secondary Education (CBSE)



Time Allowed: 1.5 Hours

Maximum Marks: 30

General Instructions

- (i) Please read the instructions carefully.
- (ii) This question paper is divided into three sections: Section A, Section B and Section C.
- (iii) Section A carries 5 marks and has 6 questions on Employability Skills. Questions 1–4 carry 1 mark each; attempt any three. Questions 5 and 6 carry 2 marks each; attempt any one.
- (iv) Section B carries 17 marks and has 16 questions on Subject Specific Skills. Questions 7–13 carry 1 mark each; attempt any five. Questions 14–18 carry 2 marks each; attempt any three. Questions 19–22 carry 3 marks each; attempt any two.
- (v) Section C carries 8 marks and has 3 Competency-Based Questions. Questions 23–25 carry 4 marks each; attempt any two.
- (vi) Follow the instructions given in the respective sections.
- (vii) Marks allotted are mentioned against each section/question.

Section A

Answer any **03** questions out of the given **04** questions. **1** × **3** = **3**

1. What do you mean by 'Goal Setting' ?

2. Why is it important for an entrepreneur to overcome fear of failure ?

3. What do you mean by 'Green Jobs' ?

4. How do Environmental Engineers solve environmental problems ?

Answer any **01** question out of the given **02** questions. **2** × **1** = **2**

5. How do clean car engineers contribute in controlling air pollution ?

6. Rita very intelligently adjusts her thoughts and behavior in order to effectively respond to uncertainty, new information or changed circumstances. Explain Rita's entrepreneurial competency discussed here.

Section B

Answer any **05** questions out of the given **07** questions. **1** × **5** = **5**

7. Define 'Motivation'.

8. State the components of "Current Spendable Income".

9. List the activities for which 'Activity Quotas' are set.

10. What does 'C' denote in ABC analysis of sales potential estimate of a geographic unit ?

11. Why do companies like 'Tupperware' and 'Avon' use straight commission compensation plan for compensating their salespeople ?

12. Advise the sales manager which shape of sales territory would be most suitable if the clients are evenly distributed throughout the geographical area.

13. State any two benefits of sales quota.

Answer any **03** questions out of the given **05** questions. **2** × **3** = **6**

14. Why does field selling require strong communication skills ?

15. A garment store has set a sales quota of ₹ 25,000 per month for each sales representative. Identify and explain the type of sales volume quota.

16. Srishthi, the sales manager of Zoya Ltd. has selected the control unit for setting up sales territory. Explain the next step she will be performing.

17. Distinguish between Sales support personnel and Sales trainees.

18. "Organisational rewards can be categorized into compensation rewards and non-compensation rewards." Explain non-compensation rewards.

Answer any **02** questions out of the given **04** questions. **3** × **2** = **6**

19. State any three characteristics of a motivated salesperson.

20. Make a list of different ways in which recognition can be awarded to successful salesman.

21. Assuming that you are a field sales representative of 'Neer Purifiers Ltd.', highlight the various field sales activities you will be performing.

22. "Sales Territories help in improving customer relations, motivating and controlling the sales force." Explain.

Section C

Answer any **02** questions out of the given **03** questions. **4** × **2** = **8**

23. Archana, the sales head of Zenith Ltd. is aware of the fact that sales quotas play a very prominent role in motivating the sales personnel to achieve the desired performance. So for setting the sales quota she seeks suggestions from consultancy firms, considers the company policies, consumption level of customers and extent of competition in the market. She also ensures that the sales quota being set by her are accurate, fair and attainable. Explain the factors that affect determination of sales quota discussed in the case above.

24. Sanjay is a hardworking, diligent and conscientious sales personnel in Numex Ltd. He never gives up till he achieves the sales quota assigned to him. He is very intelligent as before addressing the prospects he decides whether he will focus on addressing prospect's needs, opening communication channel, or customer satisfaction. In the light of the above statement discuss the various dimensions of motivation and also give meaning of intrinsic motivation.

25. Sujal and Pratham have been working in Nia Ltd. since last two years. They often talk about their dissatisfaction regarding the compensation plan followed by the company to compensate its sales force. Both of them feel they are not paid adequate compensation for the amount of work done by them. Further the employees who are sitting idle most of the time are paid at the same rate, adds to their discontentment. State two advantages and disadvantages of the compensation plan adopted by Nia Ltd.

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