

CBSE Class 12 Salesmanship 2022 - Set 355

- Compartment



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 **3** questions out of the given **4** questions.
 $3 \times 1 = 3$

1. How can an entrepreneur exhibit creativity ?

2. Enumerate the organisational skills of a competent entrepreneur.

3. What do you mean by Biofuel ?

4. State the role of Water Quality Technicians.

Answer any **1** question out of the given **2** questions.
 $1 \times 2 = 2$

5. What do you mean by the 4 R's of sustainable development ?

6. Explain any two fears of an entrepreneur that pose an obstacle in taking action.

Section B

Answer any 5 questions out of the given 7 questions.
 $5 \times 1 = 5$

7. Define field selling.

8. State the main objective of establishing sales territories.

9. What does 'A' denote in ABC analysis of sales potential estimate of a geographical unit ?

10. Why do some companies express the Sales Quotas in 'points' ?

11. "In salesmanship, motivation comprises three dimensions." Name any two.

12. Which method of compensation plan is best suited for paying sales support personnel and sales trainees ?

13. What is meant by 'Solution Sales' ?

Answer any 3 questions out of the given 5 questions.
 $3 \times 2 = 6$

14. "Mobility is king, it plays an important role in field selling." Explain.

15. Differentiate between Intrinsic and Extrinsic motivation.

16. State the different stages of motivation.

17. "Establishment of sales territories enhances morale of the salesforce." Discuss.

18. What are the commonly used geographical control units for setting up or revising sales territories ?

Answer any 2 questions out of the given 4 questions.
 $2 \times 3 = 6$

19. State any three characteristics of a motivated salesman.

20. Assuming that you are a field sales representative of 'Kripa Pharmaceutical Company', state the various field sales activities you would be responsible to perform.

21. "Sense of accomplishment emanates from within the salesperson, the organisation can only facilitate the process by which it develops." List out the measures through which an organisation can enforce a sense of accomplishment among the salespeople.

22. As a sales manager, you are assigned the responsibility of fixing the sales quota to be achieved by the salespeople of the company. Briefly explain any three factors you will consider to set the sales quota.

Section C

Answer any 2 questions out of the given 3 questions.

23. Ramit and Sara are sales managers of two different product lines of 'ACB Ltd.' Ramit is responsible for managing the sales of the product line whose clients are randomly located in the geographical area whereas Sara has to manage the sales of the product line whose customers are equally distributed throughout the geographical area. Identify and explain the shapes of sales territory that Ramit and Sara should develop for their product lines to cover the market efficiently.

24. 'Astha Ltd.' is a large industry engaged in direct sales of its goods through its sales team. It has a large number of salespeople in the country and abroad which makes it difficult for the company to use straight salary compensation plan for making payment to the salespeople. Advise the sales manager, a Compensation Plan through which payment can be made on the basis of performance of the salesperson. Also state its three advantages.

25. 'Parx Ltd.' has a policy of hiring workers on ad hoc basis only. A worker, who is not able to obtain the standard performance is retrenched and in his place a new worker is hired. There is no stability and workers are always worried, which affects their performance negatively.

(a) Explain the non-financial compensation reward that the company can use to maintain stability and motivate the workers.

(b) Briefly discuss two more non-financial compensation rewards.

- End of Question Paper -