

CBSE Class 12 Salesmanship 2023 - Set 355

- Compartment



Question Paper

Conducted by the Central Board of Secondary Education (CBSE)

Time Allowed: 3 Hours

Maximum Marks: 60

General Instructions

- (i) Please read the instructions carefully.
- (ii) This question paper consists of 24 questions in two Sections: Section A and Section B.
- (iii) Section A has Objective Type Questions whereas Section B contains Subjective Type Questions.
- (iv) Out of the given $(6 + 18) = 24$ questions, a candidate has to answer $(6 + 11) = 17$ questions in the allotted maximum time of 3 hours.
- (v) All questions of a particular section must be attempted in the correct order.
- (vi) Section A: Objective Type Questions (30 marks). This section has 6 questions. There is no negative marking. Follow the instructions given; marks are mentioned against each question/part.
- (vii) Section B: Subjective Type Questions (30 marks). This section has 18 questions; answer 11. Follow the instructions given; marks are mentioned against each question/part.

Section A

1. Answer any 4 questions out of the given 6 questions on Employability Skills. $4 \times 1 = 4$

1(i). The shortcut key used to paste a formula in a cell is

- | | |
|--------------|--------------|
| (A) Ctrl + C | (B) Ctrl + V |
| (C) Ctrl + P | (D) Ctrl + X |

1(ii). People with _____ personality disorder lack a sense of self-worth, and thus, experience feelings of emptiness and fear of abandonment.

- | | |
|----------------|---------------|
| (A) Paranoid | (B) Schizoid |
| (C) Borderline | (D) Obsessive |

1(iii). According to _____, an entrepreneur brings in resources, labour, material and other assets into profit-making combinations.

- | | |
|-------------------|----------------------|
| (A) Economists | (B) Sociologists |
| (C) Psychologists | (D) Management gurus |

1(iv). The letter 'T' stands for _____ in acronym SMART.

- | | |
|-----------------|------------|
| (A) Team spirit | (B) Timely |
| (C) Target | (D) Task |

1(v). Which of the following bar contains icons to provide quick access to commands such as new, open, etc. ?

- | | |
|------------------|-----------------|
| (A) Menu bar | (B) Title bar |
| (C) Standard bar | (D) Formula bar |

1(vi). An entrepreneur who starts a business, nurtures it and makes it reach a point of self-sustenance is known as _____.

- | | |
|-------------------------------|-----------------------------------|
| (A) Technical Entrepreneur | (B) Professional Entrepreneur |
| (C) Agricultural Entrepreneur | (D) First Generation Entrepreneur |

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

2(i). Name the type of sales organization that is also known as Geographical Sales Organization.

2(ii). The _____ retail format sells cancelled order goods.

- | | |
|------------------------|-------------------------|
| (A) Factory Outlet | (B) Speciality Stores |
| (C) Convenience Stores | (D) Departmental Stores |

2(iii). _____ is an example of 'Departmental Store'.

- | | |
|--------------------|---------------|
| (A) Walmart | (B) Lifestyle |
| (C) In & Out Store | (D) Crossword |

2(iv). State any two stages of motivation.

2(v). Which method of Compensation Plan is most suitable for paying sales-support personnel and sales trainees ?

- | | |
|----------------------------------|------------------------------|
| (A) Piece wage system | (B) Time wage system |
| (C) Straight salary compensation | (D) Differential wage system |

2(vi). The sales territories aid the management in understanding the company's _____ and _____ in serving different markets.

- (A) Goods, Services (B) Profit, Loss
(C) Strength, Weakness (D) Salespeople, Customers

2(vii). Identify the type of sales organisation, that is designed on the basis of various customers served by the firm.

3. Answer any 6 out of the given 7 questions.
 $6 \times 1 = 6$

3(i). What is the full form of FMCG ?

3(ii). Identify from the following, stores that have a clear defined target market :

- (A) Speciality stores (B) Supermarkets
(C) Hypermarkets (D) Discount stores

3(iii). What does 'A' stand for in the ABC Analysis of Geographic unit ?

- (A) Always (B) Anyway
(C) Anywhere (D) Anyone

3(iv). Give two examples of non-store based retailing.

3(v). Zaptak Industries provides free car service and rent-free house to Ramesh, the sales manager of the company. Name the non-financial compensation reward being used by the company.

3(vi). Choose the right size for a convenience store :

- (A) 300 sq. feet (B) 500 sq. feet
(C) 800 sq. feet (D) 900 sq. feet

3(vii). Identify the shape of the sales territory that is most suitable for Industrial Goods.

- (A) Circle (B) Wedge
(C) Hopscotch (D) Clover-leaf

4. Answer any 5 out of the given 6 questions.
 $5 \times 1 = 5$

4(i). Under _____ sales organisation, manager needs to be an expert only in limited skills.

- (A) Functional (B) Committee
(C) Trade (D) Product

4(ii). What factors are considered for estimating sales potential of a geographical area ?

4(iii). The development in Technology and Point-of-Sale systems have streamlined the work of _____ for retailers.

- (A) Product Display (B) Product Preparation
(C) Performing Inventory (D) Maintaining Register

4(iv). Under which retail sector would you categorise the 'Mom-and-Pop' shops ?

- (A) Organised (B) Unorganised
(C) Government (D) Private

4(v). Which step is undertaken by a sales manager after selecting control units, while setting up a sales territory ?

4(vi). The third dimension of current spendable income is _____.

- (A) Salary (B) Commission
(C) Incentive (D) Bonus

5. Answer any 5 out of the given 6 questions.
 $5 \times 1 = 5$

5(i). Name two countries whose markets are dominated by unorganised retailing.

5(ii). In Committee Sales Organization, who implements the plans ?

- | | |
|-----------------------------|----------------------------------|
| (A) Salesperson | (B) Sales Manager |
| (C) President – Sales field | (D) Vice President – Sales field |

5(iii). Identify the key activity in the job of field salesperson while managing the sales territory.

- | | |
|--------------------------------|----------------------------------|
| (A) Interacting with customers | (B) Scheduling their route (way) |
| (C) Convincing customers | (D) Handling objectives |

5(iv). Give two examples of 'opportunity for personal growth' offered to a salesperson.

5(v). What type of structure of sales organization would an automobile company, manufacturing cars adopt ?

- | | |
|-------------|--------------------|
| (A) Large | (B) Small |
| (C) Complex | (D) Flat at bottom |

5(vi). Identify from the following, what is **not** a responsibility of a field salesperson ?

- | | |
|-------------------------|----------------------------------|
| (A) Roadshow | (B) Communicating with prospects |
| (C) Door-to-door visits | (D) Restocking of shelves |

6. Answer any 5 out of the given 6 questions.
 $5 \times 1 = 5$

6(i). Name the type of sales organization in which the President-Sales takes advice from staff of specialists.

- | | |
|---------------|--------------------|
| (A) Line | (B) Line and Staff |
| (C) Committee | (D) Functional |

6(ii). List out two prerequisites of field sales personnel.

6(iii). Identify the Compensation Plan, that offers a balance of incentive, control and enough flexibility to reward important salesforce.

- | | |
|-----------------------|--------------------------------|
| (A) Straight salary | (B) Straight commission |
| (C) Performance bonus | (D) Salary-plus-Incentive plan |

6(iv). State the main objective of a Sales Organization.

6(v). What is the most popular and widely used 'Commission base' to make payment to salespeople ?

6(vi). When a salesperson is motivated through rewards such as pay, formal recognition, awards, perks, etc., it is referred to as _____ motivation.

- | | |
|-------------------|-------------------|
| (A) Intrinsic | (B) Extrinsic |
| (C) Physiological | (D) Psychological |

Section B

Answer any **3** questions out of the given **5** questions on *Employability Skills*. Answer each question in 20 – 30 words each. $3 \times 2 = 6$

7. State the importance of Self-Motivation.

8. What do you mean by a Startup ?

9. State any two characteristics of Entrepreneurship.

10. Explain the following components of a spreadsheet :

(a) Row

(b) Worksheet

11. Briefly explain the personality trait – ‘Conscientiousness’.

Answer any **3** out of the given **5** questions in 20 – 30 words each. $3 \times 2 = 6$

12. State two advantages of Straight Salary Compensation Plan.

13. “The Sales Organisation plays a dual role in distribution of products.” Explain.

14. How can optimisation of route help a field salesperson ?

15. Distinguish between Organised and Unorganised Retailing.

16. State any two characteristics of a motivated salesperson.

Answer any **2** out of the given **3** questions in 50 – 80 words each. $2 \times 3 = 6$

17. Explain the various dimensions of motivation.

18. What is meant by salesmanship ?

19. “Sales Organisations facilitate earning profits.” In light of the statement, discuss any three points of importance of a Sales Organisation.

Answer any 3 out of the given 5 questions in 50 – 80 words each. $3 \times 4 = 12$

20. Numex Ltd. is a manufacturing concern, engaged in production of toys. Shreya is the Vice President-Sales and has subordinates Rohit and Amir, the sales managers handling sales in North and South zones respectively. Shreya wants to resign because she cannot give any orders/instructions to her subordinates without the approval of President-Sales as well as all the decision-making powers are vested only with the President-Sales in the company.

(a) Identify the type of Sales Organisation adopted by Numex Ltd.

(b) State any three advantages and disadvantages of the Sales Organisation identified in (a).

21. Discuss briefly the widely used territory shapes for better market coverage by the sales manager while designing a sales territory.

22. “A retail in-store product demonstrator plays an important role in showcasing and displaying the products and engaging with customers to generate sales.” Discuss briefly any four key responsibilities of a retail in-store demonstrator.

23. Mr. Ayush, the marketing manager of ‘Swayam Ltd.’, directed his sales team to sell 10,000 jute bags every month. At the end of the first month it was observed that the employees were not committed to achieve the target assigned. Therefore, to motivate the employees he announced that at the end of every month a certificate of appreciation will be awarded to each employee who accomplished their target, and a gym membership for 2 months will be awarded to the employee who sold the maximum number of jute bags.

Identify and explain the non-compensation rewards highlighted in the above lines.

24. Srishti, the sales manager of Veera Ltd., has been assigned the responsibility of revising the sales territory, according to the changing market conditions. After completing the first step, Srishti got stuck and does not know what would be the next step. Advise Srishti and explain the subsequent steps in the procedure of revising sales territory.

- End of Question Paper -