

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

1(i). The letter 'R' denotes _____ in acronym SMART.

- | | |
|---------------|------------|
| (A) Rules | (B) Reward |
| (C) Realistic | (D) Result |

1(ii). The shortcut key used to copy a formula is :

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

1(iii). The personality disorder that is characterized by feelings of extreme social inhibitions, sensitivity to negative criticism and rejection is :

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

1(iv). According to _____, an entrepreneur is a person whose actions contribute to societal development.

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

1(v). The _____ bar of Calc-Screen displays name of workbook on which you are currently working.

- | | |
|------------------|--------------------|
| (A) Menu Bar | (B) Title Bar |
| (C) Standard Bar | (D) Formatting Bar |

1(vi). An entrepreneur who does not have any entrepreneurship background is _____.

- | | |
|---------------------------|-----------------------------------|
| (A) Business Entrepreneur | (B) Technical Entrepreneur |
| (C) Social Entrepreneur | (D) First Generation Entrepreneur |

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

2(i). If a firm produces a variety of products and distributes them both within the country and outside, then the structure of sales organisation would be _____.

- | | |
|-----------------------|------------------------|
| (A) Small and Complex | (B) Simple and Complex |
| (C) Large and Complex | (D) Large and Simple |

2(ii). Who decides the shape of a sales territory ?

- | | |
|-------------------|---------------------|
| (A) Prospect | (B) Customer |
| (C) Sales Manager | (D) Sales Personnel |

2(iii). A _____ is a manufacturer owned store, selling the firm's discontinued and irregular goods.

2(iv). The first dimension of current spendable income is :

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

2(v). Name the compensation plan that may result in accumulation of bad debts, if sales people extend more sales on credit to unworthy customers.

2(vi). Identify the stores that attract the highest number of walk-ins per day but do not sell fruits and vegetables.

2(vii). Choose from the following the Sales Organisation that shows a combination of product, function and geography :

- | | |
|------------------------------|--------------------------------|
| (A) Line Sales Organisation | (B) Hybrid Sales Organisation |
| (C) Trade Sales Organisation | (D) Product Sales Organisation |
-

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

3(i). What is meant by SKU ?

3(ii). Ira Ltd., is a large company serving different segments of customers. Advise, the type of sales organisation that would be most suitable for the company.

3(iii). When the clients are distributed evenly throughout an area, the Sales Manager chooses the _____ shape for his sales territory.

- | | |
|---------------|----------------|
| (A) circle | (B) wedge |
| (C) hopscotch | (D) cloverleaf |
-

3(iv). VAMS Ltd., assured their employees that inspite of losses, no worker will be asked to leave the job. Name the Non-financial reward discussed here.

3(v). The _____ responsibility of a retailer helps in controlling shoplifting.

- | | |
|-----------------------------|--------------------------|
| (A) Conducting Transactions | (B) Performing Inventory |
| (C) Restocking of Goods | (D) Displaying the Goods |
-

3(vi). ABC Analysis is done for estimation of :

- | | |
|---------------------|-----------------------|
| (A) Sales Quota | (B) Sales Volume |
| (C) Sales Potential | (D) Sales Performance |
-

3(vii). It is the process of stimulating people to actions, to remain continuously interested and committed to accomplish task.

- | | |
|------------------|-------------------|
| (A) Salesmanship | (B) Retailing |
| (C) Motivation | (D) Field Selling |
-

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

4(i). Name the retail stores where the salespersons handle both back end and front end operations.

- | | |
|-----------------------|------------------------|
| (A) Convenience store | (B) Speciality store |
| (C) General store | (D) Departmental store |
-

4(ii). What is the last step in the procedure of setting up of a sales territory ?

4(iii). Mention two countries where markets are dominated by organised retailing.

4(iv). In case of field sales pre-requisites _____ is considered king.

- | | |
|----------------|-----------------|
| (A) Supply | (B) Mobility |
| (C) Production | (D) Consumption |
-

4(v). An intrinsically motivated sales-person can be motivated through _____.

- | | |
|-----------------|----------------------|
| (A) Perks | (B) Awards |
| (C) Recognition | (D) Challenging work |
-

4(vi). _____ involves transfer of ownership of merchandise on terms satisfactory to both the consumers and the marketer.

- | | |
|-------------------------------|----------------------------|
| (A) Sales Organisation | (B) Marketing Organisation |
| (C) Distribution Organisation | (D) Purchase Organisation |

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

5(i). Name the sales organisation characterized by slow action, internal politics and lack of individual responsibility.

5(ii). What is the size of Supermarkets ?

5(iii). List out the main sources of collecting data to identify the sales volume of each account in Geographic unit.

5(iv). The concept of pitching products and services to clients outside the organisation is known as _____.

- | | |
|---------------------|-----------------|
| (A) Salesmanship | (B) Motivation |
| (C) Sales Territory | (D) Field Sales |

5(v). The work-load analysis is undertaken on the basis of _____ by a sales-person to cover a sales territory.

- | | |
|-----------------------|-----------------------|
| (A) time and effort | (B) plan and schedule |
| (C) demand and supply | (D) time and route |

5(vi). The purpose of sales organisation is not to sell goods to distributors but to get them to be used by ultimate _____.

- | | |
|---------------|-----------------|
| (A) Dealers | (B) Retailers |
| (C) Consumers | (D) Wholesalers |

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

6(i). Name the sales organisation that deprives its subordinates of the opportunity of growth and development.

6(ii). "Cash and Carry" mode of Metro is an example of which store based retail format ?

6(iii). The inside sales people sell goods to customers through :

- | | |
|-------------------------|-------------------------|
| (A) Mail | (B) Phone |
| (C) Door to door Visits | (D) Televised Marketing |

6(iv). Choose from the following dimension of motivation :

- | | |
|-----------------|------------------|
| (A) Persistence | (B) Perseverance |
| (C) Recognition | (D) Incentive |

6(v). Which is not an advantage of line and staff Sales Organisation from the following ?

- | | |
|---|---|
| (A) Experts can be developed. | (B) No delay in decision making. |
| (C) Coordination and cooperation is improved. | (D) Due importance is given to specialists. |

6(vi). Give two examples of non-compensation rewards.

Section B

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

7. State the steps towards self-awareness.
8. What do you mean by organizational skills of an entrepreneur ?
9. Explain the following components of a spreadsheet :
 - (a) Column
 - (b) Namebox
10. Enumerate the environmental barriers that prevent an entrepreneur to achieve the organizational goals.
11. State any two characteristics of 'Extraversion' – Personality Trait.

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

12. State the advantages of functional sales organisation.
13. Explain the first step in the procedure of setting up a sales territory.
14. List out two advantages of Straight Salary Compensation Plan.
15. Distinguish between product sales people and solution sales people.
16. What do you mean by Brick and Mortar Retailing ?

Answer any **2** out of the given **3** questions in **30-50** words each. $2 \times 3 = 6$

17. "The size, financial strength and the volume of production of an organisation affect the structure of Sales organisation." Elucidate.

18. Mention the steps taken by an organisation to create a sense of accomplishment in the sales force.

19. "A retail 'instore' product demonstrator must be a great communicator." Explain.

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

20. A well designed sales territory helps in increasing the sales volume, better market coverage and customer satisfaction. It also assists in planning and controlling the sales operations. In the light of the statement, explain the prominent reasons for establishing sales territories.

21. Your neighbour Mr. Sarna is a field sales representative of a leading cosmetic company. Discuss the various field sales activities he must be performing to increase sales.

22. A large fast moving consumer goods company has designed its sales organisation in separate divisions, each focussing on a different product and functioning as an individual unit.

(a) Identify the type of sales organisation referred to in the above lines.

(b) State three advantages and disadvantages of the type of sales organisation identified in (a).

23. Nia and Pia are twin sisters. After their graduation both of them started their own individual retail business. Nia established a retail outlet that has a clearly defined target market and Pia opened a large retail outlet that is similar to a wholesale format. Identify and explain the retail formats established by Nia and Pia.

24. "Motivated sales people exhibit some common belief, actions and attitudes which set them apart from others." Discuss briefly the characteristics of a motivated sales person.

- End of Question Paper -