

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 full form of FPOs is

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|---------------------------------------|----------------------------------|
| (A) Farmer Producer Organisations | (B) Food Producer Organisations |
| (C) Fertiliser Producer Organisations | (D) Fruit Producer Organisations |

1(ii). A _____ is an arrangement of cells in a vertical manner.

- | | |
|------------|--------------|
| (A) Row | (B) Cell |
| (C) Column | (D) Workbook |

1(iii). _____ refers to ability to continue to do something even when it is difficult.

- | | |
|------------------|------------------|
| (A) Initiative | (B) Perseverance |
| (C) Decisiveness | (D) Efficiency |

1(iv). The letter 'R' in the acronym 'SMART' stands for

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|---------------|--------------|
| (A) Right | (B) Result |
| (C) Realistic | (D) Resource |

1(v). _____ in communication helps in knowing whether the receiver has understood the message or not.

- | | |
|--------------|--------------|
| (A) Encoding | (B) Decoding |
| (C) Channel | (D) Feedback |

1(vi). Rearrange the words to form a sentence :
Street/is/across/house/the/His

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

2(i). The _____ type sales organisations are most suitable for large scale FMCG companies.

- | | |
|-------------|----------------|
| (A) Trade | (B) Hybrid |
| (C) Product | (D) Functional |

2(ii). Store based retailing includes

- | | |
|----------------------|-------------------|
| (A) ATM | (B) Telemarketing |
| (C) Online Retailing | (D) Hyper Market |

2(iii). Sales territories ensure

- | | |
|-----------------------------------|--|
| (A) Proper Market Coverage | (B) Perfect designing of products |
| (C) Impressive packaging of goods | (D) Developing a detailed label of product |

2(iv). Identify the financial compensation rewards best suited for making payment to sales support personnel.

- | | |
|-----------------------|-------------------------|
| (A) Straight salary | (B) Straight Commission |
| (C) Performance Bonus | (D) Combination Plans |

2(v). The purpose of Sales Department is to get the goods used by the ultimate _____.

2(vi). The area of _____ stores is between 800 – 5000 sq. feet.

- | | |
|-------------------|-----------------------|
| (A) Hyper Markets | (B) Discount Stores |
| (C) Super Markets | (D) Speciality Stores |

2(vii). Which is the first dimension of current spendable income ?

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

3(i). The sales organization structure of companies producing on large scale is

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

3(ii). Identify the example of Discount stores from the following :

- (A) Walmart (B) Kids Kemp
(C) West side (D) Vishal Megamart
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3(iii). The customers and prospects are _____ from one sales territory to another.

- (A) same (B) similar
(C) homogeneous (D) heterogeneous
-

3(iv). A salesperson will be _____ motivated if he finds his job inherently rewarding and satisfying.

3(v). Identify the responsibility that is not performed by retail in-store demonstrator.

- (A) Product Display (B) Product Packaging
(C) Product Experience (D) Product Preparation
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3(vi). _____ are quantitative objectives assigned to sales organisational units and individual sales personnel.

3(vii). ABC Ltd. manufacturing cars used a number of sales promotional techniques during Navratri this year to boost up their sales, this indicates that the structure of a sales organisation is influenced by the _____ & _____.

- (A) Sale and Purchase (B) Demand and Supply
(C) Customs and Traditions (D) Production and Distribution
-

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

4(i). Field sales-people spend most of their time on _____ to sell products.

- (A) Road (B) Telephone
(C) Administrative tasks (D) Face to face contact
-

4(ii). How much discount is given by factory outlets to their customers ?

4(iii). Under Line Sales Organisation, the authority flows

- (A) Upwards (B) Downwards
(C) Diagonally (D) Horizontally
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4(iv). A _____ consists of a group of customers, prospects or geographical areas assigned to a salesperson.

- (A) Field selling (B) Sales Territory
(C) Sales Organisation (D) Sales Quota
-

4(v). Under what category will you categorise mom & pop shops ?

- (A) Organized retailing (B) Unorganised retailing
(C) Online retailing (D) Non-store based retailing
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4(vi). Suman, an employee of Zyra Ltd. has been vertically shifted from the post of Assistant Manager to Sales Manager. Identify the compensation reward used by Zyra Ltd.

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

5(i). Give two examples of Company Perks.

5(ii). Choose from the following, what is not an advantage of straight commission.

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|---|--|
| (A) It leads to bad debts. | (B) It encourages hardworking salesmen. |
| (C) It is directly linked to performance. | (D) It benefits the company during slack season. |

5(iii). Identify the sales volume quota used when prices of products fluctuate considerably.

- | | |
|-------------------------------|------------------------------|
| (A) Budget Sales Volume Quota | (B) Rupee Sales Volume Quota |
| (C) Unit Sales Volume Quota | (D) Point Sales Volume Quota |

5(iv). A _____ makes an attempt to satisfy the consumer needs by providing the right merchandise at right time, right place and right price.

5(v). The Sales Manager of a firm will adopt hybrid sales organization when

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|---|---|
| (A) it sells goods both in domestic & international market. | (B) it deals with different segments of customers. |
| (C) it has a large product portfolio. | (D) it shows combination of product, functions and Geography. |

5(vi). Sales Organisations are important for :

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|------------------------------------|--|
| (A) designing the product | (B) developing package/wrapper of the product |
| (C) ensuring distribution of goods | (D) coordinating the activities of production department |

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

6(i). Donyal is working as _____ in departmental store and his main responsibilities are merchandise presentation, customer service and inventory control.

- | | |
|---------------------|------------------------|
| (A) Sales Manager | (B) Group Manager |
| (C) General Manager | (D) Department Manager |

6(ii). Who decides the shape of the Sales territory ?

6(iii). Which of the following is not an advantage of Line Sales Organization ?

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|-------------------------------|------------------------------------|
| (A) Develops 'Yes Man' | (B) Quick Decision Making |
| (C) No Confusion of Authority | (D) No Delay in Policy Formulation |

6(iv). The most commonly used commission base is _____.

6(v). Choose the pre-requisite of a field sales personnel from the following :

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|----------------|-----------------|
| (A) Mobility | (B) Direction |
| (C) Motivation | (D) Persistence |

6(vi). Organisational rewards can be classified into _____

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|---------------------------------|--|
| (A) Financial and Non-financial | (B) Compensation and Non-compensation |
| (C) Financial and Compensation | (D) Non-financial and Non-compensation |

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. Why is it important to listen attentively ?
8. Explain the 'Paranoid' Personality disorder.
9. Name any four presentation Softwares.
10. What is meant by 'First Generation Entrepreneurs' ?
11. Define Green Jobs.

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

12. Explain ABC Analysis.
13. Differentiate between Product sales and Solution sales.
14. List out two advantages of Trade type Sales Organisation.
15. Under what situations are performance bonuses used to reward a salesman ?
16. State the reasons responsible for changing lifestyle of consumers.

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

17. Enumerate the characteristics of Convenience stores.

18. Identify the type of sales organization that is characterized by buck passing of responsibility. State its two advantages also.

19. Mention three characteristics of a motivated salesperson.

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

20. "A retailer as a facilitator educates customers, conducts transactions, performs inventory and opens and closes the store." Describe the functions of a retailer in the light of the statement.

21. Briefly explain the organization related and marketing mix related factors that affect the structure of a Sales Organisation.

22. "Field Sales involves, sales representative meeting face to face with prospective customers to sell company's products." State the most important field sales activities of a sales representative.

23. "Recognition both formal and informal is an integral part of most salesforce reward systems." Distinguish between formal and informal Recognition.

24. "The last step in the procedure of planning a sales territory is Assigning sales personnel to territories." Briefly explain the steps in the procedure of planning a sales territory prior to this step in chronological order.

- End of Question Paper -