

CBSE Class 12 Salesmanship 2025 - Set 355/S - 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). Green jobs play a significant role in :

- (A) Increasing pollution (B) Using non-renewable resources
(C) Ignoring environmental protection (D) Promoting sustainable practices

1(ii). The ability to take charge and act in a situation before others is _____.

1(iii). The words eating, walking and climbing are _____.

- (A) nouns (B) pronouns
(C) verbs (D) adverbs

1(iv). A _____ is an electronic document, which has rows and columns and stores data in a systematic way.

- (A) worksheet (B) main sheet
(C) Google sheet (D) spreadsheet

1(v). Identify the element of communication from the following :

- (A) Reading (B) Listening
(C) Decoding (D) Writing

1(vi). The ability to control one's emotions, thoughts and behaviour effectively in different situations is :

- (A) Self-awareness (B) Self-motivation
(C) Self-management (D) Self-centered

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

2(i). In line and staff sales organisation, staff authority means right to _____.

2(ii). Inside selling is conducted through _____.

2(iii). Companies that do **not** set sales volume quota often use :

- (A) Expense quota (B) Activity quota
(C) Combination quota (D) Gross margin or Net Profit quota

2(iv). An appropriate _____ is an integral part of motivation.

- (A) reward system (B) transfer policy
(C) expansion plan (D) technological upgradation

2(v). A firm can not undertake large scale _____ in the absence of a proper sales organisation.

- (A) packaging (B) production
(C) consumption (D) promotion

2(vi). Shoplifting can be easily controlled by a retailer through :

- (A) Restocking of goods (B) Performing inventory
(C) Conducting transactions (D) Displaying the goods

2(vii). The third dimension of 'current spendable income' is _____.

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

3(i). Firms that follow an intensive distribution strategy generally have _____ sales organisation structure.

3(ii). _____ is the form of non-store retailing.

3(iii). What is required for effective field selling ?

3(iv). The _____ financial compensation rewards offer a balance of incentive, control and flexibility to reward important salesforce activities.

- (A) straight salary (B) straight commission
(C) performance bonus (D) combination plans

3(v). The _____ do not have a permanent place, they move from one place to another to sell their goods.

- (A) organised retailers (B) hawkers and peddlers
(C) market traders (D) in-store retailers

3(vi). The allotment of _____ to a salesperson is done on the basis of his experience and skills.

- (A) sales quota (B) sales territory
(C) sales estimates (D) sales forecast

3(vii). The flow of authority in line sales organisation is _____.

- (A) Upward (B) Diagonal
(C) Downward (D) Horizontal

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

4(i). With the current wave of mergers, acquisitions and downsizing in the corporate sector, it has become difficult for companies to offer _____ to their salespeople.

- (A) bonus (B) promotion
(C) job security (D) company perks

4(ii). The _____ management involves routing, planning and scheduling the way around a territory.

4(iii). The size of convenience stores is around _____ sq. feet.

4(iv). The sales organisation structure defines work relationships between _____ and their _____.

- (A) salespersons, (B) Sales Manager, subordinates Production Manager
(C) sales employees, (D) Sales Manager, superiors General Manager

4(v). The sales territories help the management in understanding the company's _____ and _____ in serving different markets.

- (A) policies, procedures (B) receipts, expenditure
(C) profits, losses (D) strengths, weaknesses

4(vi). The final stage in the distribution process of goods and services from producers to consumers is :

- (A) Production (B) Wholesale selling
(C) Retailing (D) Pricing

5. Answer any 5 out of the given 6 questions.
5 × 1 = 5

5(i). Which of the following is the advantage of product sales organisation ?

- | | |
|--|---|
| (A) Duplication of efforts | (B) Problems in coordination |
| (C) Increase in expenditure in serving the customers | (D) Elimination of interference of other functional heads |

5(ii). What is the primary responsibility of in-store product demonstrator ?

5(iii). A group of consumers, prospects or geographical areas assigned to a salesperson is known as _____.

5(iv). Straight salary compensation method creates a feeling of discontentment among _____ salespeople.

- | | |
|---------------------|----------------------|
| (A) high performing | (B) least performing |
| (C) unproductive | (D) ineffective |

5(v). The firms dealing in _____ usually have large and complex sales organisation structure.

- | | |
|---------------------|-----------------------|
| (A) cars | (B) televisions |
| (C) water purifiers | (D) plus size clothes |

5(vi). The straight commission compensation method plays a significant role during _____ season to increase the sales.

- | | |
|----------|------------|
| (A) peak | (B) slack |
| (C) high | (D) active |

6. Answer any 5 out of the given 6 questions.
5 × 1 = 5

6(i). The firms that produce for both domestic and international market usually have _____ sales organisation.

6(ii). The advancements in technology and point of sales system have made the work of _____ very easy.

6(iii). Performance bonuses are not used for :

- | | |
|------------------------------|-------------------------------------|
| (A) Introducing new products | (B) Achieving short-term objectives |
| (C) Adding new accounts | (D) Achieving long-term objectives |

6(iv). When the clients are distributed evenly throughout an area, the sales manager chooses _____ shaped territory for its sales organisation.

- | | |
|----------------|---------------|
| (A) Wedge | (B) Circle |
| (C) Cloverleaf | (D) Hopscotch |

6(v). The Solution Salesperson is motivated when :

- | | |
|---|---|
| (A) he is financially rewarded | (B) he is appreciated for solving the client's problems |
| (C) he is recognized in front of everyone | (D) his name is written on the notice board |

6(vi). Good territorial design and smart salesperson assignment help in building confidence and result in higher _____.

Section B

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

7. State any two advantages of digital presentation.

8. State measures to reduce industrial waste and pollution.

9. Explain what each letter of the acronym 'SMART' means in context of goal setting.

10. 'Eye contact' and 'Avoiding distractions' play an important role in active listening. Explain.

11. Write notes on the following qualities of a successful entrepreneur :

- (a) Learning from experience
- (b) Willingness to take risk

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

12. State any two points of importance of sales organisation.

13. Explain any two dimensions of motivation.

14. Differentiate between brick-and-mortar retailing and online retailing.

15. "The travel time taken by sales personnel to cover sales territory differs from one area to another." What are the main factors responsible for this difference ?

16. List out different methods of recognising successful salesperson.

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

17. State any three advantages of line sales organisation.

18. "An in-store product demonstrator must be a great communicator." Do you agree with this statement ? Give reason in support of your answer.

19. Enumerate the measures that facilitate a sense of accomplishment in the salesforce.

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

20. In order to attend to their customers in an effective and efficient manner, ANC Ltd. established their organisation on the basis of different groups of their customers such as wholesalers, retail stores, etc. This helped the firm in handling the problems of the customers easily.

- (a) Identify the type of sales organisation discussed in the above case.
 - (b) State its three advantages and disadvantages.
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21. “Field selling aims to optimize the expenditure and generate specific returns.” State the field selling activities which will help in accomplishing this objective.

22. Sometimes organisations have to develop non-financial compensation rewards for the salespeople who don't get attracted to compensation rewards involving hard cash. Discuss any four non-financial compensation rewards that may help in motivating salespersons.

23. “The past records, company's policies, extent of competition and total production of the year affect the determination of sales quotas.” Explain.

24. Rajan is working as a Department Manager in 'Life Fashions'. The authorities have decided to promote him to the next level w.e.f. 1st April, 2025.

- (a) What would be his next designation ?
 - (b) State the duties performed by him as a Department Manager.
 - (c) What would be his responsibilities on the designation that he would be on, in April 2025 ?
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- End of Question Paper -