

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 'N' in CNG stands for :

- | | |
|-------------|-------------|
| (A) Normal | (B) Neutral |
| (C) Natural | (D) Nuclear |

1(ii). The words 'a', 'an', and 'the' are _____.

- | | |
|--------------|------------------|
| (A) Nouns | (B) Pronouns |
| (C) Articles | (D) Conjunctions |

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

- | | |
|------------------|----------------|
| (A) Initiative | (B) Confidence |
| (C) Perseverance | (D) Competency |

1(iv). _____ is not a component of a spreadsheet.

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

1(v). A state of feeling upset, annoyed and hopeless is referred as _____.

1(vi). Which one of the following is not a barrier to active listening ?

- | | |
|-------------------------|---------------------------|
| (A) Noisy environment | (B) Being unattentive |
| (C) Lack of eye contact | (D) Removing distractions |

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

2(i). Inside selling typically focuses on _____.

- | | |
|---------------------------------------|-------------------------------------|
| (A) Product manufacturing | (B) Door to door visits |
| (C) Selling through phone and e-mails | (D) Direct face to face interaction |

2(ii). Sales forecasting is essential for _____.

2(iii). Mr. Laxman is planning to establish a pharmaceutical company, advise him the type of sales organisation he should adopt.

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

2(iv). The position of retailers is at the _____ of the supply chain.

- | | |
|--------------------|---------------|
| (A) Starting point | (B) End point |
| (C) Middle | (D) Beginning |

2(v). Motivation is a _____ phenomenon.

- | | |
|-------------------|-------------------|
| (A) Social | (B) Cultural |
| (C) Psychological | (D) Physiological |

2(vi). The implementation of planning in committee sales organisation is done by _____.

- | | |
|-----------------------------------|--|
| (A) President – Sales Supervision | (B) Vice President – Sales Supervision |
| (C) President – Sales Field | (D) Vice President – Sales Field |

2(vii). The amount of physical and mental effort that the salesperson is ready to put forth indicates the _____.

- | | |
|---------------------------|-----------------------------|
| (A) Intensity of desire | (B) Sense of accomplishment |
| (C) Effort and commitment | (D) Inherent satisfaction |

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

3(i). The size of supermarkets is _____ sq.ft.

3(ii). The _____ stores can easily be handled by 2-3 employees.

3(iii). Sales organisations are important for :

- | | |
|--------------------------------|----------------------------------|
| (A) Designing the product | (B) Ensure distribution of goods |
| (C) Develop package of product | (D) Open and close the stores |

3(iv). Identify pre-requisite of field sales personnel from following :

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

3(v). The financial compensation plan that is difficult and complicated to follow :

- | | |
|-----------------------|-------------------------|
| (A) Straight salary | (B) Straight commission |
| (C) Performance bonus | (D) Combination plans |

3(vi). The organisations that produce on large scale, have _____ and _____ sales organisation structure.

- | | |
|---------------------|---------------------|
| (A) small & simple | (B) large & simple |
| (C) small & complex | (D) large & complex |

3(vii). The 2nd step in procedure for setting up a sales territory is –

- | | |
|--|--|
| (A) Undertaking account analysis | (B) Developing workload analysis |
| (C) Combining control units into sales territory | (D) Assigning sales territory to salesperson |

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

4(i). Factory outlets are also known as _____.

4(ii). _____ is an example of Hypermarkets.

- | | |
|---------------|---------------|
| (A) Spencer's | (B) Gold Souk |
| (C) Walmart | (D) Kids Kemp |

4(iii). The _____ financial compensation rewards are best suited for compensating sales trainees.

- | | |
|-----------------------|-------------------------|
| (A) Straight salary | (B) Straight commission |
| (C) Performance bonus | (D) Combination plans |

4(iv). When there is high competition in market, _____ sales quota is fixed for a salesperson.

- | | |
|--------------|-------------|
| (A) low | (B) high |
| (C) moderate | (D) average |

4(v). If the managers of the firm are _____, large and complex sales organisation structure is adopted.

- | | |
|---------------------------------|-------------------------------|
| (A) Inefficient and ineffective | (B) Unorganized and unskilled |
| (C) Competent and innovative | (D) Illiterate and untrained |

4(vi). The workload analysis is undertaken on the basis of _____ and _____ taken by the salesperson to cover a geographical unit.

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

5(i). Name the sales organisation, that satisfies consumer needs and solves their problems.

5(ii). The _____ is responsible for merchandise presentation, customer service and inventory control in a retail store.

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

5(iii). The general rewards that are not given to salespersons for achieving sales targets are –

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

5(iv). The firms that produces convenience goods like soft drinks, milk, bread etc., generally have _____ sales organisation structure.

- | | |
|-----------|--------------------|
| (A) small | (B) simple |
| (C) large | (D) small & simple |

5(v). _____ is not an element of “Current Spendable Income”.

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

5(vi). Quotas are _____ objectives assigned to sales unit and individual sales personnel.

- | | |
|-------------------|------------------|
| (A) Qualitative | (B) Quantitative |
| (C) Comprehensive | (D) Technical |

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

6(i). Dhiren, the Sales Manager of Zee Ltd., will opt for Hybrid sales organisation when the firm is _____.

6(ii). _____ is not the primary responsibility of retail in-store product demonstrator.

6(iii). Free use of car, subsidized gym memberships or luxury apartment are examples of _____.

6(iv). Companies dealing in many product lines generally use _____ sales volume quotas.

- | | |
|-----------|----------|
| (A) Rupee | (B) Unit |
| (C) Point | (D) Cost |

6(v). The _____ are responsible for disseminating of information regarding products.

- | | |
|-------------------|-----------------------------|
| (A) Salesperson | (B) Sales trainees |
| (C) Sales manager | (D) Sales support personnel |

6(vi). The main activities of field salesperson while covering a territory are routing, planning and _____.

- | | |
|-----------------|------------------|
| (A) recording | (B) scheduling |
| (C) controlling | (D) transforming |

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. How does active listening help us ?

8. State any two benefits of Green jobs.

9. The five parameters that describe an individual's personality are called 'Big-Five' factors. Explain any two parameters.

10. Haris the Director of Niyaz Ltd., has all confidential and strategic documents and files on his laptop. As an IT expert, advise him steps to protect all this data.

11. Explain the following qualities of a successful entrepreneur :

(a) Hard Work

(b) Decision Making Ability

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

12. State any two importance of Sales Organisation.

13. Mention the first two stages of motivation.

14. Explain any two reasons for establishing sales territories.

15. What is meant by extrinsic motivation ? Give example also.

16. "Today's consumer is knowledgeable and demanding, their lifestyle has also changed". List out the factors responsible for the change in their lifestyle.

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

17. State the benefits of Territorial Sales Organisation.

18. Differentiate between Organized and Unorganized retailing.

19. Enumerate the measures taken by an organisation to enforce a sense of accomplishment among its salesforce.

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

20. Ravi is working as a salesperson in Alpha Ltd., since last 10 years. In this period, he has never been promoted or undergone any training programme. He has now decided to resign as he believes that the organisation will never provide him any opportunity of growth and development.

(a) Identify the type of sales organisation Ravi is working with.

(b) State 3 advantages and 3 disadvantages of sales organisation identified in (a).

21. Arun, the sales manager of Star Ltd. has to ensure proper market coverage to achieve the organisational objective. Advise him the widely used territory shapes that may assist him in efficient and effective market coverage.

22. "Field sales involves sales representative, meeting face to face with prospective customers to sell company's products and services." Briefly explain other important sales activities of a field sales representative.

23. Nikhaar Ltd. is a cosmetic products manufacturing company. Since last two years the sales of the company are declining due to lack of selling efforts being made by the salespersons. In order to increase the sales, the sales manager has decided to adopt performance linked compensation plan.

(a) Identify the compensation plan, the sales manager is planning to adopt.

(b) State its 3 advantages and 3 disadvantages.

24. Rajesh is working in 'Rama Mega Store' as retail salesperson. While performing his duties he interacts with the consumer and also acts as a facilitator. Discuss any four responsibilities of a retail salesperson as a facilitator.

- End of Question Paper -