

CBSE Class 12 Salesmanship 2026 - 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) : (a) This Section has 6 questions. (b) There is no negative marking. (c) Do as per the instructions given. (d) Marks allotted are mentioned against each question/part.
- (vii) Section – B : Subjective Type Questions (30 Marks) : (a) This Section has 18 questions. (b) A candidate has to do 11 questions. (c) Do as per the instructions given. (d) Marks allotted 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). What is a sentence ?

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|--|---|
| (A) A group of ideas that forms a complete paragraph. | (B) A group of words that communicates a complete thought or meaning. |
| (C) A set of rules that we must follow to write correctly. | (D) A set of words that contains basic punctuation marks. |

1(ii). Define the term “stress”.

1(iii). Cluster 'A' personality disorders are associated with individuals or people who are _____ in nature.

- | | |
|----------------|---------------|
| (A) Suspicious | (B) Emotional |
| (C) Impulsive | (D) Anxious |

1(iv). ICT stands for :

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|---------------------------------------|--|
| (A) Innovation and Co-ordination Team | (B) Information and Communication Technology |
| (C) Integrated and Clear Technology | (D) Inspired and Creative Team |

1(v). Which of the following is **not** a component of a spreadsheet ?

- | | |
|--------------|---------------|
| (A) Cell | (B) Worksheet |
| (C) Workbook | (D) Work-area |

1(vi). Name the flagship initiative of the Government of India that is intended to build an ecosystem for the growth of start-up businesses.

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

2(i). Choose from the following, the type of sales organisation that is also known as Geographical Sales Organisation :

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

2(ii). A _____ manager is responsible for merchandise presentation, customer service and inventory control.

2(iii). When is wedge shape of sales territory used ?

2(iv). Sona Ltd., assured their employees that inspite of recession no sales person will be retrenched from the job. The non-financial compensation reward used here is _____.

2(v). Which of the following is not an advantage of Trade Type Sales Organisation ?

- | | |
|---|---|
| (A) Builds successful customer relationship. | (B) Customer requirement is given importance. |
| (C) Facilitates coordination & controlling among various customers. | (D) Enhances consumer loyalty. |

2(vi). Performing inventory helps in controlling _____.

2(vii). The 'Current Spendable Income' is a composition of salary, commission and _____.

- | | |
|-----------|-----------------|
| (A) perks | (B) bonus |
| (C) wages | (D) perquisites |

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

3(i). In functional sales organisation, _____.

- | | |
|---|---|
| (A) manager needs to be expert in limited skills. | (B) attention to each product is given. |
| (C) attention to all segments of customers is given | (D) authority is centred in one person. |

3(ii). ABC analysis helps in estimating _____.

3(iii). The _____ commission rate is used to pay commission to sales people when the first order is hard to secure but re-orders are virtually automatic.

3(iv). The Sales Manager considers _____ and _____ for forecasting the sales volume of a geographical area.

- | | |
|--|--------------------------------------|
| (A) consumers, market size | (B) competition, position of company |
| (C) prospects, loyalty of sales people | (D) sales quota, competitors |

3(v). Which statement is true about speciality stores ?

- | | |
|---|--|
| (A) Their size is upto 500 sq. feet. | (B) They have clear defined target market. |
| (C) They sell fresh fruits and household goods. | (D) They attract the highest number of walk-ins per day. |

3(vi). What is the right size of 'Convenience Stores' ?

3(vii). The method of compensation plan that is most suitable for paying sales support personnels is

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

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

4(i). The development in technology and point of sale systems have streamlined the process of _____.

- | | |
|----------------------------|-----------------------------|
| (A) Product Display | (B) Restocking Shelves |
| (C) Performing Inventories | (D) Conducting Transactions |

4(ii). A Sales Quota must be fair, accurate and _____.

4(iii). Firms that follow intensive distribution strategy have _____ sales organisation structure.

4(iv). The compensation plan which sometimes may lead to accumulation of bad debts is _____.

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

4(v). The _____ retail formats sells cancelled order goods.

- | | |
|--------------------|------------------------|
| (A) Factory Outlet | (B) Supermarkets |
| (C) Hypermarket | (D) Convenience stores |

4(vi). The 2nd step in the process of setting up of a sales territory is :

- | | |
|--------------------------------------|-----------------------------------|
| (A) Selecting Control Unit. | (B) Developing Workload Analysis. |
| (C) Undertaking an Account Analysis. | (D) Combining of Control Units. |

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

5(i). Choose the product that is not categorised as FMCG.

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|-------------|----------|
| (A) Shampoo | (B) Oil |
| (C) Car | (D) Soap |

5(ii). Which activity is not performed by field sales person ?

- | | |
|---------------------------|----------------------------|
| (A) Distributing samples | (B) Demonstrating products |
| (C) Restocking of shelves | (D) Door to Door visits |

5(iii). Unorganised Retailing dominates the markets of _____ and _____.

- | | |
|-------------------------|------------------|
| (A) Brazil, Taiwan | (B) India, China |
| (C) Thailand, Indonesia | (D) US, Korea |

5(iv). A sales person is intrinsically motivated on receiving _____.

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

5(v). The sales organisation where the staff of specialists advice the President Sales is called as _____.

5(vi). Companies selling fast moving and high valued consumer goods use _____ Quotas to ensure sale of all the products.

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

6(i). _____ is an example of non-financial reward coupled with financial reward.

6(ii). The objective of Sales Organisation is to _____.

6(iii). _____ is a department store.

- | | |
|---------------------|------------------------|
| (A) Gold Souk | (B) Shopper's Stop |
| (C) In & Out Stores | (D) Metro Cash & Carry |

6(iv). In a committee type sales organisation, who implements the plans ?

6(v). Motivation is a/an _____ phenomenon.

- | | |
|-------------------|-------------------|
| (A) Emotional | (B) Spiritual |
| (C) Psychological | (D) Physiological |

6(vi). Which type of Sales Quota communicate Managements' expectation as to "What Quantity for what product" ?

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|-----------------------|------------------------|
| (A) Budget Quota | (B) Activity Quota |
| (C) Combination Quota | (D) Sales Volume Quota |

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. What do you understand by the term “communication” ?

8. Explain any four parameters of an individual's personality related to the Big Five Factor Model.

9. What is data sorting in ICT ?

10. State any two environmental barriers to entrepreneurship.

11. Define the term “green jobs” according to the UNEP

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

12. State any two activities of a field sales person.

13. Distinguish between organised and unorganised retailing.

14. How do territorial sales organisations solve the problems faced by them ?

15. Give four examples of formal recognition.

16. State any four measures undertaken by a company to facilitate a sense of accomplishment in the sales force.

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

17. “The structure of sales organisation is determined by the nature of goods and services.” Discuss.

18. Explain any three features of Hypermarket.

19. Briefly describe the various stages of Motivation.

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

20. “A retail instore product demonstrator plays an important role in showcasing of products, displaying the products, preparing the products and developing rapport with their customers.” Discuss the responsibilities of a retail instore product demonstrator highlighted in the above lines.

21. Define field selling. Explain in detail the prerequisites of a field sales personnel.

22. Technova Electronics, a small company manufacturing television sets, appointed Mr. Arsh Gupta as President Sales. The sales organisation provided Mr. Arsh with complete authority to decide all important matters of the organisation.

(a) Identify the type of sales organisation Technova Electronics has established.

(b) State three advantages of the Sales Organisation identified in above (a).

23. “Sales territories facilitate proper market coverage, enhancing morale of sales force, improving customer relations and reducing selling expenses.” Explain the purpose of establishing sales territories highlighted in the statement.

24. Zoyo Ltd., in order to encourage efficient and hardworking salesman, adopted straight commission compensation plan. State two advantages and disadvantages of this method of compensation plan.

- End of Question Paper -