

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/Section.
- (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/Section.

Section A

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

1(i). Every effective communication starts with _____.

- | | |
|---------------|--------------|
| (A) listening | (B) reading |
| (C) writing | (D) speaking |

1(ii). To achieve goals, one must always set a _____ to get the job done within a specified time limits.

- | | |
|---------------|---------------|
| (A) areas | (B) plans |
| (C) deadlines | (D) standards |

1(iii). What do you understand by FFM in relation to personality disorder ?

1(iv). A _____ is a rectangle shaped box, where the rows and columns meet.

- | | |
|-------------|----------|
| (A) column | (B) grid |
| (C) formula | (D) cell |

1(v). Self-doubt comes when we do not have confidence in _____ and our _____.

1(vi). What is roof top rainwater harvesting ?

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

2(i). _____ retailing is based on principle of singularity.

2(ii). If the management of a firm follows centralised policy then most of the sales related decisions are taken by _____.

2(iii). A field salesperson :

- | | |
|---|---|
| (A) Stays in office throughout the day. | (B) Avoids engaging with the customers. |
| (C) Uses only e-mails for communicating with customers. | (D) Interacts face to face with customers at their place. |

2(iv). Motivation is a _____ process.

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

2(v). Sales organisation involves transfer of goods on terms satisfactory to both the marketer and _____.

2(vi). A _____ in store is responsible for executing merchandising plans, achieving sales goals and supervising training.

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

2(vii). The Salary, Commission and Bonuses are collectively referred as

- | | |
|------------------------------|------------------------------|
| (A) Net Profit Income | (B) Current Spendable Income |
| (C) Non Compensation Rewards | (D) Combination Rewards |

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

3(i). Sales Volume Quotas are derived from the territorial _____.

3(ii). The manufacturer owned stores offer discounts ranging _____.

- (A) 10% – 25% (B) 25% – 50%
(C) 25% – 75% (D) 25% – 90%

3(iii). Under Line and Staff sales organisation, the formal authority of managers means to _____ immediate subordinates.

- (A) Suggest (B) Control
(C) Punish (D) Oblige

3(iv). The _____ is not a dominant format of retailing found in India.

- (A) Factory Outlets (B) Discount Stores
(C) Speciality Stores (D) Convenience Stores

3(v). Intensity of desire is the amount of _____.

- (A) time & effort taken by salesman to convince the customer
(B) Knowledge & Skill of the salesman
(C) Effort & Commitment the salesman is ready to expand
(D) Physical & mental effort that the salesman is ready to put forth

3(vi). What would be the shape of sales territory of a company making machines for Sugar Mills ?

3(vii). Under committee type sales organisation, the implementation of plans is done by _____.

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

4(i). Sales Trainees who are learning the sales job, are paid _____ as compensation.

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

4(ii). All of the following activities are a must for territory management except _____.

- (A) Routing (B) Pricing
(C) Planning (D) Scheduling

4(iii). The letter 'S' in acronym SKU stands for _____.

- (A) Store (B) Stock
(C) Small (D) Service

4(iv). Which type of sales organisations are characterised by 'Buck passing of responsibility' ?

4(v). Identify the responsibility of a field salesperson from the following.

- (A) Road Shows (B) Restocking of shelves
(C) Opening of store (D) Closing of store

4(vi). 'Shopper's Stop' is an example of _____ retail format.

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

5(i). The main task of a sales organisation is to effect _____.

- (A) Sales (B) Production
(C) Display (D) Motivation

5(ii). The size of supermarkets is neither too small nor too big but generally up to _____ sq. feet.

- (A) 5,000 (B) 20,000
(C) 30,000 (D) 50,000

5(iii). The sales executives mostly refer to sale territories as _____ areas.

5(iv). S.K. Ltd. follows _____ financial compensation method to compensate its salespeople because it provides a sense of security to them as their income does not fluctuate with the sales volume.

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

5(v). Sales activities can be well coordinated provided sales responsibility, line authority and _____ are defined.

5(vi). "Sometimes non-financial rewards are coupled with financial rewards." Choose such reward from the following :

- (A) Bonus (B) Dividend
(C) Interest (D) Promotion

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

6(i). Straight commission compensation plan may lead to accumulation of _____.

6(ii). The increase in the number of chain stores, hyper-markets, department stores etc. have led to the growth of _____ retailing.

6(iii). Radha the sales manager of Zenith Ltd. is very intelligent, experienced, competent and very quickly makes changes in sales plans, to adjust as per changes in market. The sale organisation structure of Zenith Ltd. would be _____.

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

6(iv). The sales potential of a geographical unit can be estimated through _____ analysis.

6(v). Choose from the following, what is not an advantage of straight commission compensation reward ?

- (A) It encourages hardworking salesmen. (B) Sometimes salespeople may earn more than their managers.
(C) It is directly linked to performance. (D) It benefits the company during slack season.

6(vi). The standard amount of the company's total product that must be sold by a salesperson is referred as :

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

Section B

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

7. Name any four communication barriers.

8. What do you understand by personality development ?

9. What is formatting in spreadsheets ? Give any two examples.

10. Write the contribution of non-technical entrepreneurs.

11. Give any four examples related to Green workers services.

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

12. Define Motivation.

13. How do territorial sales organisations solve their problems ?

14. State any two characteristics of Department stores.

15. Differentiate between product sales & solution sales.

16. "Establishing sales territories facilitates proper market coverage and controlling the sales force." Explain.

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

17. Write any three advantages of the type of sales organisation that is designed on the basis of types of customers.

18. State any three qualities of an in-store demonstrator that help him to establish a quick rapport with his customers.

19. List any three ways in which a successful salesman may be recognized for their efforts and hard work.

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

20. "The financial strength of the company, price of its products, product mix and volume of production of the firm affect the sales organisation structure." Explain.

21. "Field selling is a traditional but more effective approach, for sales of high value products and supporting inside sales representatives." In the light of the statement, explain the importance of field selling.

22. After her father's sudden demise, Pritika took charge of their retail outlet dealing only in footwears. She instructed the manufacturers to use quality raw material and produce stylish and comfortable footwears to increase the profits. Identify and state the characteristics of Pritika's retail format.

23. Dhruvi the sales manager of Onyx Ltd. has been assigned the responsibility of revising the sales territory according to the latest developments in the market. Explain first four steps undertaken by Dhruvi to revise the sales territory.

24. "Motivation is the major inspirational force that induces salesmen into action and ready to face any challenge their job offers." In the light of the statement, explain the characteristics of a motivated salesman.

- End of Question Paper -