

SALESMANSHIP (784)
Sample Question Paper
Class XII - 2018-19

Time: 3Hours

Max. Marks:60

General Instructions:

1. Question paper is divided into two sections: Section-A and Section- B.
2. **Section-A:**
 - i. Multiple choice question/Fill in the blanks/Direct Questions of 1 mark each. Answer any 10 questions out of the given 12 questions.
 - ii. Very Short Answer of 2 marks each. Answer any 5 questions from the given 7 questions.
 - iii. Short Answer of 3 marks each. Answer any 5 questions from the given 7 questions.
3. **Section-B:** Long/Essay type questions of 5 marks each. Answer any 5 questions from the given 7 questions.
4. All questions of a particular section must be attempted in the correct order.
5. Please check that this question paper contains 33 questions out of which 25 questions are to be attempted.
6. The maximum time allowed is 3 hrs.

SECTION A

This section contains multiple choice questions/fill up/direct questions (1 mark each), Very short answer questions (2mark each) and Short answer questions (3 mark each).

Answer any ten questions.

1 x 10 = 10

1. Which Sales organizational structure is also known as 'Organization design on the basis of the management function'
 - a. Line sales organization
 - b. Line and staff organization
 - c. Committee type sales organization
 - d. Territorial sales organization.
2. The salesperson of _____ retail store handles both backend operations and front-end operations
 - a. Supermarket
 - b. Hypermarket
 - c. Discount
 - d. Convenience
3. Which of the following is not an advantage of discounters?
 - a. Brand awareness
 - b. Quality assurance
 - c. Assortment dominance
 - d. Advantage of price
4. Gold Souk is an example of _____
 - a. Specialty store
 - b. Specialty mall
 - c. Wholesaler
 - d. Store based retailer
5. The factory outlets discounts range anywhere from _____ all the year around.
 - a. 30%-80%
 - b. 25%-75%
 - c. 20%-90%
 - d. 25%-50%
6. Which territory shape is suitable for territories that contain both urban and non-urban areas?

7. _____ is an estimate of the time and effort required by the salesperson to cover each geographic control unit.
 - a. Salesperson workload analysis
 - b. Selecting geographic control unit
 - c. Account Analysis
 - d. Combine Geographic control units
8. Certificate of appreciation was received by a salesman for the best performance. Identify the type of Non-compensation reward discussed above.
9. Which type of financial compensation plan would be suitable for a sales trainee until his training is completed?
10. _____ management involves the selection and use of organizational rewards to direct the behavior of sales people towards the attainment of organizational objectives.
11. The purpose of sales department is not to sell goods to distributors but to get them to use by ultimate _____.
12. The sales territories aid the management in understanding the company's strength and weaknesses in serving different _____.

Answer any five questions

2 x 5 = 10

13. What are the chief characteristics of a Supermarket?
14. What are the advantages of Matrix Sales Organization?
15. What is Territory Management?
16. Define Retailing.
17. How are Budget Sales Quota classified? Explain.
18. List any four activities of field selling.
19. What are Company's Perks?

Answer any five questions

3 x 5 = 15

20. What are the advantages and disadvantages of Online Retailing?
21. What is the need of Territorial Sales Organizational structure? Explain.
22. Explain the importance Sales Organization.
23. What are the disadvantages of Straight Salary Plan?
24. What are the need of sales Quotas?
25. What are the main purpose for establishing sales territories? Explain.

26. Define Motivation. What are the three dimensions of Sales Motivation?

SECTION B

Answer any five questions

5 x 5 = 25

27. Sales Structure is affected by various factors. What are they?
28. Describe on the Procedures for designing a sales territory or Revising the Sales Territories.
29. What are the various Factors to be considered while fixing Sales Quotas in a sales organization? Explain.
30. What is Non-Compensation Reward? Discuss on the main types of non-financial compensation.
31. Discuss on the Retail Formats in India.
32. Combination plans offer a balance of incentive, control, and enough flexibility to reward important salesforce activities. Discuss on the concept.
33. What are the Key Responsibilities of a Retail In-Store Product Demonstrator?