

# CBSE Question Paper – 2010

## SELES MAN SHIP

(Theory)

Class – XII

**Time allowed: 3 hours**

**Maximum Marks: 60**

Instructions: Attempt all questions.

1. "Identification of potential customers and their need is an important first step in the process of sales of any product or service." Explain with examples. 6
2. What is a sales presentation? Why is it important to plan a sales Presentation? Explain with the help of examples. 6
3. What is a standard sales Presentation? Explain its merits and limitations. 5
4. What objections are generally made by potential customers while buying a Product? Explain with examples. 5
5. Explain the importance of providing after Sales Service in case of consumer Durable products. 5
6. What are important steps in making a sales presentation to a potential buyer? Explain. 5
7. How do supporting evidences help in making a sales presentation? Explain

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**Other Educational Websites:**

[ICSEGuess.com](http://ICSEGuess.com) | [NIOSGuess.com](http://NIOSGuess.com) | [IGNOUGuess.com](http://IGNOUGuess.com) | [IITGuess.com](http://IITGuess.com) | [MagicSense.com](http://MagicSense.com) | [AIPMTGuess.com](http://AIPMTGuess.com) | [AIEEEGuess.com](http://AIEEEGuess.com) | [IndiaGuess.com](http://IndiaGuess.com)

With the help of examples.

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|  | 5 |
| 8. What are rational buying motives? Explain with the help of examples.  | 4 |
| 9. What are the factors affecting purchase of a consumer non – durable Product? Explain with the help of examples. | 3 |
| 10. What is meant by planning a sales presentation? Explain.   | 3 |
| 11. How can the interest of potential buyer be noted while making a sales Presentation? Explain.                   | 3 |
| 12. What are the important methods of making a sales presentation?   | 3 |
| 13. How would you establish rapport with a potential buyer? Give two examples.                                     | 2 |
| 14. Give two examples of how a salesperson can help a buyer in making choice Of a product.                         | 2 |
| 15. List any four factors affecting purchase of consumer products.   | 2 |
| 16. List four after sales services offered by a seller.  | 2 |

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**Other Educational Websites:**