

Marking Scheme
Strictly Confidential
(For Internal and Restricted use only)
Senior Secondary School Examination, 2026 (XIIth)
SUBJECT NAME: - Salesmanship (Q.P. CODE 831/355)

General Instructions: -

1	You are aware that evaluation is the most important process in the actual and correct assessment of the candidates. A small mistake in evaluation may lead to serious problems which may affect the future of the candidates, education system and teaching profession. To avoid mistakes, it is requested that before starting evaluation, you must read and understand the spot evaluation guidelines carefully.
2	“Evaluation policy is a confidential policy as it is related to the confidentiality of the examinations conducted, evaluation done and several other aspects. Its leakage to public in any manner could lead to derailment of the examination system and affect the life and future of millions of candidates. Sharing this policy/document to anyone, publishing in any magazine and printing in Newspaper/Website, etc. may invite action under various rules of the Board and IPC.”
3	Evaluation is to be done as per instructions provided in the Marking Scheme. It should not be done according to one’s own interpretation or any other consideration. Marking Scheme should be strictly adhered to and religiously followed. However, while evaluating, answers which are based on latest information or knowledge and/or are innovative, they may be assessed for their correctness otherwise and due marks be awarded to them. In Class-XII, while evaluating two competency-based questions, please try to understand given answer and even if reply is not from marking scheme but correct competency is enumerated by the candidate, due marks should be awarded.
4	The Marking scheme carries only suggested value points for the answers. These are in the nature of Guidelines only and do not constitute the complete answer. The students can have their own expression and if the expression is correct, the due marks should be awarded accordingly.
5	The Head-Examiner must go through the first five answer books evaluated by each evaluator on the first day, to ensure that evaluation has been carried out as per the instructions given in the Marking Scheme. If there is any variation, the same should be zero after deliberation and discussion. The remaining answer books meant for evaluation shall be given only after ensuring that there is no significant variation in the marking of individual evaluators.
6	Evaluators will mark (✓) wherever answer is correct. For wrong answer CROSS ‘X’ be marked. Evaluators will not put right (✓) while evaluating which gives an impression that answer is correct and no marks are awarded. This is most common mistake which evaluators are committing.
7	If a question has parts, please award marks on the right-hand side for each part. Marks awarded for different parts of the question should then be totalled up and written in the left hand margin and encircled. This may be followed strictly.
8	If a question does not have any parts, marks must be awarded in the left-hand margin and encircled. This may also be followed strictly.

9	If a student has attempted an extra question, answer of the question deserving more marks should be retained and the other answer scored out with a note " Extra Question "
10	No marks to be deducted for the cumulative effect of an error. It should be penalized only once.
11	A full scale of marks _____ (example 0 to 80/70/60/50/40/30 marks as given in Question Paper) has to be used. Please do not hesitate to award full marks if the answer deserves it.
12	Every examiner has to necessarily do evaluation work for full working hours i.e., 8 hours every day and evaluate 20 answer books per day in main subjects and 25 answer books per day in other subjects (Details are given in Spot Guidelines). This is in view of the reduced syllabus and number of questions in question paper.
13	Ensure that you do not make the following common types of errors committed by the Examiner in the past :- • Leaving answer or part thereof unassessed in an answer book. • Giving more marks for an answer than assigned to it. • Wrong totalling or marks awarded on an answer. • Wrong transfer of marks from the inside pages of the answer book to the title page. • Wrong question wise totalling on the title page. • Wrong totalling of marks of the two columns on the title page. • Wrong grand total. • Marks in words and figures not tallying/not same. • Wrong transfer of marks from the answer book to online award list. • Answers marked as correct, but marks not awarded. (Ensure that the right tick mark is correctly and clearly indicated. It should merely be a line. Same is with the X for incorrect answer.) • Half or a part of answer marked correct and the rest as wrong, but no marks awarded.
14	While evaluating the answer books if the answer is found to be totally incorrect, it should be marked as cross (X) and awarded zero (0) Marks.
15	Any unassessed portion, non-carrying over of marks to the title page, or totalling error detected by the candidate shall damage the prestige of all the personnel engaged in the evaluation work as also as the Board. Hence, in order to upload the prestige of all concerned, it is again reiterated that the instructions be followed meticulously and judiciously.
16	The Examiners should acquaint themselves with the guidelines given in the " Guidelines for Spot Evaluation " before starting the actual evaluation.
17	Every examiner shall also ensure that all the answers are evaluated, marks carried over to the title page, correctly totalled and written in figures and words.
18	The candidates are entitled to obtain photocopy of the Answer Book on request on payment of the prescribed processing fee. All Examiners/Additional Head Examiners/Head Examiners are once again reminded that they must ensure that evaluation is carried out strictly as per value points for each answer as given in the Marking Scheme.

MARKING SCHEME
Salesmanship (Subject Code 831)
(PAPER CODE: 355) (P3550831)

Q.No.	EXPECTED OUTCOMES/VALUE POINTS		Marks
	SECTION – A OBJECTIVE TYPE QUESTIONS		
	Answer any 4 out of the given 6 questions on Employability Skills		(4x1=4)
1.	(i) (B) A group of words that communicates a complete thought or meaning (ii) Stress is a state of feeling upset, annoyed and hopeless (iii) (A) Suspicious (iv) (B) Information and Communication Technology (v) (D) Work area (vi) 'Start up India'	U-1 Pg-9 U-2 Pg-26 U-2 Pg-34 U-3 Pg-39 U-4 Pg-89	1 1 1 1 1 1
	Answer any 5 out of the given 7 questions		(5x1=5)
2.	(i) (D) Territorial (ii) (C) Department (iii) The territory has both urban & non-urban areas (iv) Job security (v) (C) Facilitates coordination & controlling among various customers (vi) Shoplifting (vii) (B) Bonus		1 1 1 1 1 1 1
	Answer any 6 out of the given 7 questions		(6x1=6)
3.	(i) (A) Manager needs to be expert in limited skills (ii) Sales Potential (iii) Regressive (iv) (B) Competition, Position of Company (v) (B) They have clear defined target market (vi) Upto 300 sq. Feet (vii) (A) Straight salary		1 1 1 1 1 1 1
	Answer any 5 out of the given 6 questions		(5x1=5)
4.	(i) (D) Conducting transactions (ii) Attainable (iii) Large & complex (iv) (B) Straight Commission (v) (A) Factory Outlet		1 1 1 1 1

	(vi) (C) Undertaking an account analysis		1
	Answer any 5 out of the given 6 questions		(5x1=5)
5.	(i) (C) Car (ii) (C) Restocking of shelves (iii) (B) India, China (iv) (D) Challenging work (v) Line and Staff Sales Organisation (vi) Point Sales Volume		1 1 1 1 1 1
	Answer any 5 out of the given 6 questions		(5x1=5)
6.	(i) Promotion (ii) Transfer merchandise from marketer to consumer (iii) (B) Shopper's stop (iv) Vice President sales (v) (C) Psychological (vi) (D) Sales Volume Quota		1 1 1 1 1 1
	SECTION B SUBJECTIVE TYPE QUESTIONS		
	Attempt any 3 out of 5 questions on Employability skills. Answer each question in 20-30 words.		(3x2=6)
7.	Communication is a two-way process through which information or message is exchanged between individuals using language, symbols, signs or behaviour, speaking, listening, reading and writing are the parts of communication.	U-1 Pg-1	2
8.	1. Openness – Individuals are Creative, curious, active, flexible and adventurous (any four) 2. Consciousness – Self disciplined, work on time, take care of others 3. Extraversion – Love to interact with people 4. Agreeableness – Kind, sympathetic, cooperative, considerate and warm 5. Neuroticism – Tendency towards anxiety self doubt, depression, shyness.	U-2 Pg-33	(0.5x4) (any four)
9.	(1) Sorting Data in IT refers to the process of arranging data elements in a specific order such as ascending or descending based on pre-defined criterion (2) It helps in data organization, making it easier to search, analyse and process information efficiently	U-3 Pg-58	(1x2)

10.	Environmental barriers :- 1. Lack of adequate resources or raw material 2. Non-availability of skilled labour 3. Lack of requisite machinery and infrastructure 4. Unavailability of monetary resources on time	U-4	2												
11.	According to UNEP – United Nations Environment Program, green jobs or green collar jobs are works in agricultural, administrative, research and development, manufacturing and service activities that contribute substantially to preserving or restoring environment quality.	U-5 Pg-112	2												
	Attempt any 3 out of the given 5 questions in 50-80 words each.		(3x2=6)												
12.	The important field sales activities of a field sales representative are :- (Any two) (a) Generating new business through regular visits to prospects and clients. (b) Holding responsibility from identification of the prospect to close of the sale deal in the absence of inside sale representative. (c) Ensuring an effective customer inclusion process by enhancing their satisfaction level. (d) Safeguarding the interest of high net worth customers and visiting them frequently on as and when required		(1x2=2)												
13.	<table border="1"><thead><tr><th></th><th>Organised Retailing</th><th>Unorganised Retailing</th></tr></thead><tbody><tr><td>1.</td><td>It refers to trading activities undertaken by licensed retailers</td><td>It refers to trading activities undertaken by non-licensed retailers</td></tr><tr><td>2.</td><td>They pay sales tax etc.</td><td>They hardly pay any taxes</td></tr><tr><td>3.</td><td>They are based on principle of unity</td><td>They are based on principle of singularity</td></tr></tbody></table>		Organised Retailing	Unorganised Retailing	1.	It refers to trading activities undertaken by licensed retailers	It refers to trading activities undertaken by non-licensed retailers	2.	They pay sales tax etc.	They hardly pay any taxes	3.	They are based on principle of unity	They are based on principle of singularity		(1x2=2) (Any two differences)
	Organised Retailing	Unorganised Retailing													
1.	It refers to trading activities undertaken by licensed retailers	It refers to trading activities undertaken by non-licensed retailers													
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14.	Territorial sales organisations solve their problems through close supervision, hiring better skilled executives better incentive structure providing professional training and technical support to service staff		2 marks												
15.	Examples of formal recognition :- (Any four)		(0.5x4=2)												

	(a) A certificate of appreciation (b) Symbolic token such as a trophy or an engraved clock (c) A piece of jewellery (d) A high value prize (e) Discounted vouchers for some shopping outlets restaurants, theatres or travelling trips (f) Putting the name on bulletin boards or mention in e-newsletter of the company		
16.	The measures undertaken by an organisation to enforce a sense of accomplishment among its salesforce are :- (Any four) (a) Ensure that the salesforce understand their roles and responsibilities (b) Establish and clarify the link between effort, performance and rewards (c) Set clear goals and objectives for sales performance (d) Reinforce feeling of worth while accomplishment in communication with the salesforce		($\frac{1}{2} \times 4 = 2$)
	Attempt any 2 out of the given 3 questions in 30-50 words.		(2x3=6)
17.	The sales structure is determined by the nature of the product or service :- (a) Companies that produce FMCG usually have large and flat structure at lower level because they have a large consumer base. (b) The product mix and the size of sale per category are larger the organisation would be large & complex. (c) If companies provide services which are demanded on large scale, the organisation would be large & complex.		(1x3)
18.	The features of hypermarket are :- (Any three) (a) It is the latest and most appealing retail format (b) The size of the store is 50,000 - 2 lakh sq. feets (c) It sells fresh fruits, vegetables and other products for household (d) It offers variety and price advantage to its customers		(1x3=3)

	(e) It offers various divisions of products & services often in bulk quantities (f) It is similar to a wholesale format		
19.	The various stages of motivation are :- (a) A felt need or desire (b) A stimulus in which needs have to be aroused (c) The satisfaction or sense of accomplishment, when needs are satisfied		(1x3=3)
	Attempt any 3 questions out of given 5 questions in 50-80 words each.		(3x4=12)
20.	The key responsibilities of a retail in store product demonstrator highlighted in the above lines are :- (a) Direct Communicator :- A retail in-store product demonstrator communicates directly with the customers, showcases the benefits, value and usefulness of products to persuade the customers to buy the product. (b) Develop rapport :- An in-store demonstrator must be able to establish a quick rapport with a wide variety of people and communicate in a style that is likable, relatable and persuasive. In-store demonstrators are well-spoken, energetic and intuitive about the desires of the average consumer. They interact with customers in a polite manner. They are responsible for informing about the positive attributes of a product. (c) Product Preparation :- Some food items need to be prepared as part of the in-store demonstration. In grocery stores they often prepare food on a hot plate or other cooking device and allow shoppers to taste the finished food products. (d) Product Display :- In-store product demonstrators are often responsible for creating and assembling work stations and product displays		(1x4)=4
21.	Field selling is defined as face to face sales by companies representatives to customers at their homes or places where business deals might take place. The following pre-requisites are essential in the case of field sales personnel :- 1. Mobility 2. Prioritizing by Area 3. Territory Management } Explanation		1mark for definition (1+3=4)

22.	(a) The Tech nova Electronics have established Line Type Sales Organisation (b) The advantages of Line Sales Organisation are :- (Any three) (i) No delay in policy formulation as well as implementation (ii) There is no confusion of authority (iii) The responsibility can not be shifted (iv) It enables develop strong executives and gives opportunity to capable men to rise up		1 mark for (a) part (1x3=3)
23.	The purposes of establishing sales territories highlighted in the statement are :- (a) Obtain Proper Market Coverage :- The management decides division of sale territories and assigns activities to salesperson to help in better market coverage and assist the sales manager to monitor and take updates from different sales personnel. (b) Adding to Sales Force Morale :- Sales territories help in enhancing sales force morale. Good territorial design plus smart salesperson assignment help in building confidence and result in higher job satisfaction. (c) Improving Customer relations :- The salesperson must spend most of their time as the road to sell products. The salesperson spend more time with the current and prospective customers and build lasting relations with the customers. (d) Reducing Selling Expenses :- Good territorial designs along with meticulous salesperson assignment results in low selling expenses and high sales volumes. These savings lead to increased profits.		(1x4=4)
24.	Straight Commission Compensation Plan :- Advantages (Any 2) 1. It encourages efficient and hardworking salesman to perform better which leads to superior performance results. 2. As income is directly linked to performance, it is perceived as more equitable compensation method. 3. It attracts more and more efficient workers and eliminates incompetent, inefficient workers. Disadvantages (Any 2) 1. It contributes little to loyalty of salesman as they are only concerned with sales.		(2+2=4) 1x2=2 1x2=2

	2. Salespeople may neglect cultivating and pursuing potentially profitable long run customers in favour of easy sales. 3. A problem may arise if there is no capping on earning as the salespeople may earn more than their managers or co-workers which may result in negative competition. 4. It may lead to accumulation of bad debts because sometimes the salespeople extend more sales on credit to unworthy customers.		
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