

Marking Scheme Strictly Confidential (For Internal and Restricted use only) Senior Secondary School Examination, 2026 (XIIth) SUBJECT NAME : Salesmanship (Q.P. CODE 831/355)	
<u>General Instructions: -</u>	
1	The CBSE has decided to introduce On Screen Marking (OSM) for the evaluation of Class XII answer Book with the 2026 Examination.
2	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.
3	“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.”
4	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.
5	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.
6	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.
7	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.
8	If a question has parts, please award marks on the right-hand side for each part in the OSM Portal. Marks awarded for different parts of the question will be totaled up by the OSM System.
9	If a question does not have any parts, marks must be awarded in the left-hand margin in the OSM Portal. This may also be followed strictly.

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 :- <ul style="list-style-type: none"> • 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	The Examiners should acquaint themselves with the guidelines given in the “Guidelines for Spot Evaluation” before starting the actual evaluation.
16	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.
17	If a candidate attempts both alternatives/options in a question where only one option/ alternative is required to be attempted, the Evaluator shall award marks in both the options. The system will take the higher of two scores and disregard the other response.
18	In a question having two options/alternatives, if a candidate has attempted only one, then the evaluator shall mark “NA” (Not attempted) against the option that has not been attempted by the candidate.

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

Q.No.	EXPECTED OUTCOMES/VALUE POINTS	Marks
1.	Answer any 4 out of the given 6 questions.	(4x1= 4 marks)
(i)	(A) listening [Step 1,1 mark] (U-1 Pg-3)	1
(ii)	(C) deadlines [Step 1,1 mark] (U-2 Pg-30)	1
(iii)	FFM stands for five factor model of individual's personality [Step 1,1 mark] (U-2 Pg-33)	1
(iv)	(D) Cell [Step 1,1 mark] (U-3 Pg-41)	1
(v)	Ourselves, abilities [Step 1,1 mark] (U-4 Pg-93)	1
(vi)	Roof top rainwater harvesting refers to the process where rainwater is collected in tanks to be used later. [Step 1,1 mark] (U-5 Pg-116) (any 4)	1
2.	Answer any 5 out of the given 7 questions.	(5x1=5 marks)
(i)	Unorganised [Step 1,1 mark]	1
(ii)	Corporate Head Office [Step 1,1 mark]	1
(iii)	(D) Interacts face to face with customers at their place [Step 1,1 mark]	1
(iv)	(B) Psychological [Step 1,1 mark]	1
(v)	Consumer [Step 1,1 mark]	1
(vi)	(A) Group Manager [Step 1,1 mark]	1
(vii)	(B) Current Spendable Income [Step 1,1 mark]	1
3.	Answer any 6 out of the given 7 questions.	(6x1=6 marks)
(i)	Sales Potential [Step 1,1 mark]	1
(ii)	(C) 25% - 75% [Step 1,1 mark]	1
(iii)	Control [Step 1,1 mark]	1

(iv)	(B) Discount stores [Step 1,1 mark]	1
(v)	(D) Physical and mental effort that the salesman is ready to put forth [Step 1,1 mark]	1
(vi)	Clover leaf [Step 1,1 mark]	1
(vii)	Vice President – Sales Field [Step 1,1 mark]	1
4.	Answer any 5 out of the given 6 questions.	(5x1=5 marks)
(i)	Salary [Step 1,1 mark]	1
(ii)	(B) Pricing [Step 1,1 mark]	1
(iii)	Stock [Step 1,1 mark]	1
(iv)	Functional [Step 1,1 mark]	1
(v)	(A) Road shows [Step 1,1 mark]	1
(vi)	Department stores [Step 1,1 mark]	1
5.	Answer any 5 out of the given 6 questions.	(5x1=5 marks)
(i)	(A) Sales [Step 1,1 mark]	1
(ii)	30,000 [Step 1,1 mark]	1
(iii)	Geographic [Step 1,1 mark]	1
(iv)	(A) Straight Salary [Step 1,1 mark]	1
(v)	Accountability [Step 1,1 mark]	1
(vi)	(D) Promotion [Step 1,1 mark]	1
6.	Answer any 5 out of the given 6 questions.	(5x1=5 marks)
(i)	Bad debts [Step 1,1 mark]	1
(ii)	Organised [Step 1,1 mark]	1
(iii)	(B) Complex and Large [Step 1,1 mark]	1
(iv)	ABC Analysis [Step 1,1 mark]	1
(v)	(B) Sometimes salespeople may earn more than their managers [Step 1,1 mark]	1
(vi)	(A) Sales Quota [Step 1,1 mark]	1

	Answer any 3 questions out of given 5 questions on Employability skills in 20-30 words each.	(3x2=6 marks)
7.	<p>Four barriers are: -</p> <p>Physical barrier [Step 1,0.5 mark]</p> <p>Psychological barrier [Step 2,0.5 mark]</p> <p>Linguistic and Cultural barrier [Step 3,0.5 mark]</p> <p>Noise and Visual distractions [Step 4,0.5 mark]</p> <p>Personal factors</p> <p style="text-align: right;">(Any 4) (U-1 Pg-6)</p>	(0.5+0.5+0.5+0.5)=2
8.	<p>(i) Personality development is the development of an organised pattern of behaviours and attitudes that makes a person distinctive. [Step 1,1 mark]</p> <p>(ii) It occurs by the ongoing interaction of temperament, character and environment. [Step 2,1 mark]</p> <p style="text-align: right;">(U-2 Pg-33)</p>	(1+1)=2
9.	<p>Electronic spreadsheets have many options to make the content look neat and easy to read. This is called formatting. [Step 1,1 mark]</p> <p>Eg.</p> <p>(i) Aligning the text</p> <p>(ii) Highlighting the text [Step 2,0.5 mark]</p> <p style="text-align: right;">[Step 3,0.5 mark] [0.5each]</p> <p style="text-align: right;">(U-3 Pg-54)</p>	(1+0.5+0.5)=2
10.	<p>(i) They provide their expertise in services to create a market for technical entrepreneurs. [Step 1,1 mark]</p> <p>(ii) They are not concerned with the manufacturing process but have more to do with before and after the manufacturing process. [Step 2,1 mark]</p> <p style="text-align: right;">(U-4 Pg-83)</p>	(1+1)=2
11.	Green workers services include :-	(0.5+0.5+0.5+0.5)=2

	<p>(i) Electricians – Who install solar panels [Step 1,0.5 mark]</p> <p>(ii) Plumbers – Who install solar water heaters [Step 2,0.5 mark]</p> <p>(iii) Construction workers – Who build energy-efficient green buildings [Step 3,0.5 mark]</p> <p>(iv) Technicians and workers – Involved in establishing wind power farms and those working for clean and renewable energy development. [Step 4,0.5 mark]</p> <p>(any other relevant point) (U-5 Pg-112)</p>	
	Answer any 3 questions out of given 5 questions in 20-30 words each	(3x2=6 marks)
12.	<p>Motivation is the process of stimulating people to actions, to remain continually interested and committed to accomplish a task. [Step 1,1 mark]</p> <p>In salesmanship it is the inspirational force which induces the minds and emotions of a salesman with a view to drive them into action. [Step 2,1 mark]</p>	(1+1)=2
13.	<p>The territorial sales organisations solve their problems through</p> <ul style="list-style-type: none"> • close supervision [Step 1,0.5 mark] • hiring better skilled executives [Step 2,0.5 mark] • better incentive structure [Step 3,0.5 mark] • providing professional training and technical support from service staff. [Step 4,0.5 mark] 	(0.5+0.5+0.5+0.5)=2
14.	<p>Characteristics of Department Stores. (Any 2)</p> <p>(a) The size of department stores can be 3000 Sq. Feet to 20000 Sq. Feet.</p> <p>(b) They sell a number of brands under one roof.</p> <p>(c) These stores are divided into various departments.</p> <p>(d) An average department store stocks 50,000 to 1,00,000 SKU</p> <p>(e) They do not offer fresh fruits and vegetables.</p> <p>(f) They offer an enjoyable shopping environment.</p>	(1+1)= 2

	(g) Their sales staff is knowledgeable. (h) They have highest number of walk – ins per day.		
15.	Product Sales	Solution Sales	(1+1)=2
	(i) Product sales means selling of standard products or services	Solution sales means selling of a product or service that is designed to suit the specific requirements of an individual consumer	
	(ii) Product sales people are motivated by money and financial rewards and recognition in public [Step 1,1 mark]	Solution salespeople are motivated when they are appreciated for solving clients problems or when they are valued. [Step 2,1 mark]	
	(1 mark for each difference)		
16.	Establishing sales territories facilitates: - (a) Proper Market Coverage [Step 1,1 mark] (b) Controlling the sales force [Step 2,1 mark] (with explanation)		(1+1)=2
	Answer any 2 questions out of given 3 questions in 30-50 words each.		(2x3=6 marks)
17.	Advantages of Trade Type Sales Organisation (a) Build successful customer relationship [Step 1,1 mark] (b) Market planning is developed on the basis of Consumer's requirements and behaviour [Step 2,1 mark] (c) Increased consumer loyalty [Step 3,1 mark] (1 mark for each point)		(1+1+1)=3
18.	The qualities that help an instore demonstrator to build rapport with his customers.(any 3) (a) He should communicate in a style is likable, relatable and persuasive. [Step 1,1 mark] (b) He should be energetic and intuitive about the desires and needs of the average customer. [Step 2,1 mark]		(1+1+1)=3

	<p>(c) He must be respectful and have a pleasing personality while interacting with customers. [Step 3,1 mark]</p> <p>(d) They should inform the customers about the positive attributes of a product.</p> <p>(Any 3 points 1 mark for each point)</p>	
19.	<p>Ways in which a successful salesman may be recognized for his efforts and hard work.</p> <p>(a) Certificate of appreciation [Step 1,1 mark]</p> <p>(b) Symbolic token such as a trophy or an engraved clock. [Step 2,1 mark]</p> <p>(c) Discounted vouchers for some shopping outlets, restaurants, theatres or travelling trips. [Step 3,1 mark]</p>	(1+1+1)=3
	Answer any 3 questions out of given 5 questions in 50-80 words each.	(3x4=12 marks)
20.	<p><u>Financial strength</u> – If the organisation has sufficient financial resources, then the organisation directly sell to it customers the sale organisation structure would be large and complex if it has limited financial resources, than the sales organisation sells its products through intermediaries as a result sales organisation structure would be simple. [Step 1,1 mark]</p> <p><u>Pricing Policy</u> – In case of low priced products, the sales organisation structure would be large and for high priced products the sales organisation structure would be simple/ small. [Step 2,1 mark]</p> <p><u>Product Mix</u> – If the product mix is large and the products are marketed overseas then the sales organisations would be large and complex. [Step 3,1 mark]</p> <p><u>Volume of production</u> – The size of sale organisation would be large if the volume of production is large and it would be small if the volume of production is less. [Step 4,1 mark]</p>	(1+1+1+1)=4

	Therefore, it is correct to say, that the financial strength of the company, price of its products, product mix and volume of production of the firm affects the sales organisation structure.	
21.	<p>The importance of field selling is discussed below.</p> <p>(a) Field selling helps in generating new business through regular visits to prospects and clients. [Step 1,1 mark]</p> <p>(b) It holds responsibility of identifying the prospects and closing the sale deal [Step 2,1 mark]</p> <p>(c) It ensures an effective customer inclusion process by enhancing their satisfaction level [Step 3,1 mark]</p> <p>(d) It safeguards the interest of high net worth customers and visiting them frequently or as and when required [Step 4,1 mark]</p>	(1+1+1+1)=4
22.	<p>Pritika's retail format is speciality stores. [Step 1,1 mark]</p> <p><u>Characteristics</u></p> <ul style="list-style-type: none"> The size of these stores is between 800-5000 Sq. Feet. They have narrow product line but deep assortment of product line [Step 2,1 mark] Their main focus is customer service, personal attention and attractive store layout. They mainly deal in footwears, jewellery, furniture, garments etc [Step 3,1 mark] They have defined target market. They carry out robust customer loyalty program. [Step 4,1 mark] 	(1+1+1+1)=4
23.	<p>The first steps Dhruvi will undertake for revising the sales territory are :</p> <p>-</p> <p>(a) Selecting Control Unit [Step 1,1 mark]</p> <p>(b) Undertaking an Account Analysis [Step 2,1 mark]</p>	(1+1+1+1)=4

	<p>(c) Developing the work load Analysis of Saleperson [Step 3,1 mark]</p> <p>(d) Combining Control units into sales territories [Step 4,1 mark] [With Explanations]</p>	
24.	<p>The characteristics of a motivated salesman are as follows.</p> <p>(1) They are extremely dedicated to become top performers, display passion and intensity to achieve the deal, they satisfy the prospects and clients.</p> <p>(2) They are goal – setting and goal following enthusiasts. [Step 1,1 mark]</p> <p>(3) They implement their plan to close the deal aggressively.</p> <p>(4) They map their selling plans and process according to the psychology of buyers to win the deal. [Step 2,1 mark]</p> <p>(5) They are masters of market knowledge, customer needs their products and services, the level of competition in market and everything needed to succeed at selling.</p> <p>(6) They keep a good record and follow up of customers, prospects and referral sources with an intent to get new business. [Step 3,1 mark]</p> <p>(7) They make sales conservation skillfully right from prospecting needs discovery and then to closing sales.</p> <p>(8) They assist and advise the buyers. [Step 4,1 mark]</p> <p>(9) They grasp sales opportunities even when they are challenging.</p> <p>(10) They always welcome feedback even if it is negative, they don't get discouraged, rather learn, grow and change for the better. (any other relevant point)</p>	(1+1+1+1)=4
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