



INDIAN SCHOOL AL WADI AL KABIR

Class: X	Department: Commerce
Subject: Marketing and Sales	Subject Specific skills
Worksheet: 1	Chapter 4: Careers in selling-

Q.No.	OTQs
1	A sales person is not a (OR) Which of the following is not a role of sales person? a. Revenue generator b. Image builder c. Relationship builder d. Forecaster
2	What is the meaning of Annual Maintenance contract (AMC) (OR) What is the full form of AMC
3	Why should sales personnel have to chase their daily targets?
4	The most difficult job in sales is a. Collection of payments b. Participation in the sales meeting c. Integrity of character should be maintained d. After sales service
5	What is meant by Functional Relationship?
6	List any two responsibilities of a sales person. (OR) A key responsibility of a sales manager is: a. Conducting Market Research b. Developing new products c. Designing promotional Materials d. Managing a team of sales representative
7	Name line sales managers who are the top performing salesperson having team player abilities.
8	Name the business relationship that involves many transactions between the buyer and sellers and last for many years.
9	Exchanging pleasantries with customers is a part of _____
10	Which of the following is not the responsibility of a salesperson? a. To increase sales b. To build company image c. To create product knowledge d. To develop a product
11	What do you understand by Market information?
12	Which one of the following depicts a job-related difficulty for a sales person? a. Competition with low-priced competitors b. Competition with high-priced competitors c. No competition d. Limited competition
13	State the meaning of lead pipeline.

14	The key to building relationship is being responsive to customer's needs. Which kinds of skills required by salesman are reflected here? a. Communication skills b. People skills c. Self-management skills d. Information and technology skills
15	State the first and foremost duty of every salesman.
16	Who acts as spokesperson of consumers?
17	Name any two after sale services techniques.
18	A sales manager while making strategies and achieving targets has to make ———— study on different issues. a. Extensive b. Win rate c. Intensive d. All of these
19	Salesman can help distributors in point of purchase promotion by : a. Window display; b. Counter display; c. Both; d. None of these
20	A sales territory is a -----area consisting of number of prospects and customers a. geographical b. political c. economic d. All the above
21	A -----keeps salesman updated, increases his confidence and helps in developing his capacity to organize his line of activities in sales field. a. presentation b. meeting c. discussion d. None of the above
22	Business relationship that involve many transactions between buyers /sellers and last for many years are called ----- a. functional relationship b. transactional relationships c. Translational relationships d. None of these
23	Which of the following roles is likely to involve face to face interaction with the customers? a. Market analyst b. Supply chain coordinator c. Brand Manager d. Sales representative
24	The ability to manage time effectively in sales is crucial because it: a. Increases the number of prospects contacted b. Decreases the need for sales training c. Reduces the cost of products d. Simplifies the sales process
	DTQs (Descriptive type Questions)
1	What do you mean by Grievance handling?
2	State any two responsibilities of sales personnel? (OR) Discuss various responsibilities of a salesperson.

3	Explain what sort of company information should be possessed by a salesman in order to be able to discuss confidently with his present and prospective buyers.
4	What do you understand by the term “Market Information”.
4	Discuss various job-related difficulties faced by a salesman.
5	X is sales personnel in Y Ltd. What should Y Ltd. expect from X
6	Collection of dues is the most difficult job in sales', Do you agree with the statement? explain
7	Covid pandemic led to adoption of 'work from home' culture. This further led to increase in demand for electronic gadgets such as laptops, mobile phones, chargers, headphones etc. A company XYZ dealing in such electronic gadgets was able to foresee such huge demand and produced new laptops with powerful display, impressive computing power, clear color experience and other amazing features. The company has a policy to provide help for installation, maintenance and operation of products. Example – configuring windows, ensuring smooth net connectivity. It also keeps regular contact with its customers but it does not have any grievance handling mechanism. Discuss various kinds of after-sale services techniques that sales personnel of XYZ must use in order to keep their customers satisfied by effective grievance handling.
8	Why is training required for sales force in marketing
9	After sales services are helpful in creating customer satisfaction and customer loyalty. Explain how? (OR) Establish the significance of after-Sales service.
10	State any two after-sale services considered to be an essential part of sales strategy.
11	What is the significance of web marketing?
12	“A sales training programme”. Teaches a salesman how to sell company's products and it must be imparted to a salesperson before sending him in the field. What skills does a salesperson acquire from the training? Explain
13	How does a sales person act as an image builder for a company?
14	Discuss the role of salesman in relationship building
16	Dhwani and Mani are friends working in a company. Dhwani is a sales person and Mani is a worker engaged in production process. In a conversation, Mani shared that his job is very monotonous and he is almost always working under direct supervision of his boss. Mani expresses that according to him, Dhwani's job is very exciting and has no challenges or difficulties. Assuming yourself to be Dhwani, discuss what challenges or difficulties are faced by sales persons.
17	Nidhi and Chhavi are friends and they belong to different fields of employment. Nidhi belongs to the sales field and Chhavi belongs to IT company. Chhavi feels that her job is highly skilled whereas Nidhi being part of the sales department of the firm does not require specific skills in her job. Assuming yourself to be Nidhi, discuss the skills necessarily required to be successful in the field of sales.