

Model Question Paper 2
SALESMANSHIP AND CONSUMERISM 2

11th Standard

Commerce

Reg.No. :

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Answer all the Questions

Time : 00:45:00 Hrs

Total Marks : 30

4 x 1 = 4

Part A

- 1) The former president of the USA, Mr. John.F. Kennedy summed up the basic consumer rights are
(a) Right to safety (b) Right to be informed (c) Right to choose (d) Right to be Heard (e) All of the above
- 2) The consumer Protection act 1986 came into force with effect from
(a) 1.1.1986 (b) 1.4.86 (c) 15.4.87 (d) 15.4.90
- 3) Salesmanship involves the act of
(a) invasion (b) evasion (c) persuasion (d) division
- 4) The act envisages three tier quasi Judicial Machinery and they are.....
(a) supreme court, High court and District court (b) National commission, high court and District forum (c) National commission, State commission and District forum
(d) Supreme court, State commission and District forum

Part B

5 x 2 = 10

- 5) Define Salesmanship
- 6) Give the importance of salesmanship
- 7) What are the types of a retail salesman?
- 8) Distinguish between salesmanship and personal selling?
- 9) Write a short note on state commission?

Part C

2 x 3 = 6

- 10) Explain the origin and growth of the consumer movement in India?
- 11) What are the consumer-oriented legislations in India

Part D

2 x 5 = 10

- 12) Explain the procedures to be followed before lodging a complaint to the District Forum/State Commission.
- 13) Explain the role of Voluntary Organisation in consumer movement.
