



Assam Higher Secondary Education Council (AHSEC)

2nd Year Syllabus

SALES MANAGEMENT AND ADVERTISING

REVISED SYLLABUS FOR CLASS-XII

W.E.F. SESSION: 2025-26

Theory: 80 marks

Project: 20 Marks

Time: Three Hours.

Unit wise Distribution of Marks & Periods:

Units	Topics	Marks	Periods
Group –A	Sales Management (40Marks)		
Unit-1	Sales Organization	10	20
Unit-2	Recruitment Selection and Training of Salesperson	10	20
Unit-3	Remuneration of Salesperson	10	20
Unit-4	Sales Territories and Quotas	10	20
Group-B	Advertising (40 Marks)		
Unit-1	Preparation of Advertising	10	20
Unit-2	Advertising Agency & Ethics	10	20
Unit-3	Appeal in Advertising	10	20
Unit-4	Market Research	10	20
	Total (Theory)	80	160
Group-C	Project Work.	20	20
	Total (Theory + Project)	100	180



Unit wise Distribution of Course Contents:

Group-A: Sales Management (40Marks)

Unit-1: Sales Organization

Marks-10

Meaning, Functions, Importance of Sales organization in Modern Commercial world, Sales Manager-Qualification, Duties and Responsibilities.

Unit-2: Recruitment Selection and Training of Salesperson

Marks-10

Recruitment- Meaning, Sources, Merits and Demerits of Sources of Recruitment.
Selection- Meaning, Selection Procedure of Salesperson, Recruitment Vs Selection.
Training- Meaning, Needs, Methods of Training of Salesperson.

Unit-3: Remuneration of Salesperson

Marks-10

Requirements of Sound Remuneration Plan, Factors affecting Remuneration plan,
Methods of Remunerating Salesperson with their Merits and Demerits.

Unit-4: Sales Territories and Quotas

Marks-10

Sales Territories- Meaning, Objectives and Importance of Sales Territory Allocation,
Factors affecting the size of Sales Territories.

Sales Quota- Meaning, Factors affecting setting of Sales Quota, Methods of Sales
Quota, Requisites of successful Sales Quota.

Sales Report- Meaning, Objectives and Utility.

Group-B: Advertising: (Marks-40)

Unit-1: Basics of Advertisement Preparation:

Marks-10

Buying motive- Classification.

AIDA Model of Advertising,

Advertising Copy-Meaning, Types, Essential Elements, Features of a good copy.

Layout of Advertising copy-Meaning, Principles of Layout, Stages in preparing layout.

Advertising Theme- Meaning and Types.

Unit-2: Advertising Agency and Ethics:

Marks-10

Advertising Agency-Meaning, Functions, Departments of an Advertising Agency,
Factors affecting in Selection of an Advertising Agency.

Ethics in Advertising and its Regulatory Framework (ASCI, CCPA).

Unit-3: Appeal in Advertising

Marks-10

Meaning, Objectives and Essentials of Advertising Appeal, Types of Ad Appeal,
Relationship between Buying Motive and Advertising Appeal, Taglines & Punchlines,
Jingles.

Unit-4: Market Research

Marks-10

Media Planning-Meaning, Steps, Factors influencing Media Planning, Meaning of
Media Mix, Media Scheduling, Media Testing.

Advertising Budget- Meaning, Importance and Steps.

Market Research- Meaning, Importance, Market Research Process, Techniques of
Market Research.



Group-C: Project Work (20 Marks)

Project Work -

20 Marks.

- Project Preparation
- Project VIVA VOCE

12 Marks

08Marks

Format for Project Work of the subject - Sales Management and Advertising (H.S. Second Year)

Cover Page:-

1. Title of the Project.
2. Information of the student
(Name, Roll No, Registration No, Year)
3. Name of the Supervisor/Guide.
4. Name of the Institution.
5. Year.

Second Page: - Acknowledgement.

Third Page: - Declaration by the student.

Forth Page: - Certificate from Supervisor/Guide.
Certificate from Head of the Institution/Department.

Fifth Page: - Contents/Index.
Main text of the project
References /Bibliography.



Contents of Project Work for H.S Second Year Students

The students need to submit project report on any one of the following categories with adequate photographs. The concerning teachers of the institute should fairly distribute the contents among the students.

1. Social media influences
2. Consumer buying behaviour- online & offline
3. E- advertising, print media advertisement
4. Consumers' buying motives,
5. Human resource management, aspects of salesperson
6. Creation of advertisement copy
7. Consumer perspectives towards advertising
8. Advertising ethics.
9. Study on techniques of market research
10. Study on advertising agency.

Study Materials

aglasem.com

Model Papers

Sample Papers

Half Yearly Sample Papers

Important Resources

Periodic Table

Writing Skills / Formats

Maps of India / World

Notes

☐ [Class 6 Notes](#)

☐ [Class 7 Notes](#)

☐ [Class 8 Notes](#)

☐ [Class 9 Notes](#)

☐ [Class 10 Notes](#)

☐ [Class 11 Notes](#)

☐ [Class 12 Notes](#)

Books and Solutions

NCERT Books

NCERT Book Solutions

HC Verma Chapter Wise Solutions

RD Sharma Solutions

CGBSE Solutions