

Product/Brand Manager

QP Code: ASC/Q0503

NSQF Level: 6

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Qualification Pack

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ASC/Q0503: Product/Brand Manager

Brief Job Description

A Product Manager is responsible for implementation of promotional and branding framework of a product and coordination with the sales function to ensure effective implementation of the branding strategies.

Personal Attributes

The individual should have good understanding of the product development processes and attributes of the product. An individual should have thorough knowledge of automotive industry. An individual should have good marketing, research and analytical skills. An individual should have ability to effectively assess value streams, decision drivers, critical paths to market, competitor assessment and strategic product positioning. An individual should be able to plan and organize tasks and team members. An individual should have excellent communication skills. This job requires an individual to be technically competent, persuasive and strongly focused on goals.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [ASC/N0001: Plan and organise work to meet expected outcomes](#)
2. [ASC/N0002: Work effectively in a team](#)
3. [ASC/N0003: Maintain a healthy, safe and secure working environment](#)
4. [ASC/N0005: Supervise and evaluate performance](#)
5. [ASC/N0503: Generate insights for marketing plan](#)
6. [ASC/N0505: Implement the marketing and promotion plan](#)

Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Oem)
Occupation	Vehicle Marketing
Country	India
NSQF Level	6
Aligned to NCO/ISCO/ISIC Code	NCO-2015/2431.0201

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Minimum Educational Qualification & Experience	B.E./B.Tech (in any discipline or any other relevant field) with 5-10 Years of experience Sales experience in automotive industry for Engineering Graduates OR B.E./B.Tech (in any discipline or any other relevant field) OR B.E./B.Tech (in any discipline or any other relevant field)
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	On the job training Desirable for non-experienced Post-Graduates
Minimum Job Entry Age	18 Years
Last Reviewed On	10/07/2013
Next Review Date	31/03/2020
NSQC Approval Date	05/08/2015
Version	1.0

Qualification Pack

ASC/N0001: Plan and organise work to meet expected outcomes

Description

This NOS unit is about planning and organising an individuals work in order to complete it to the required standards on time.

Scope

This unit/task covers the following:

- work requirements including various activities, deliverables or work output required in the given time, maintain set quality standards
- appropriate use of resources (both material / equipments and manpower)

Elements and Performance Criteria

Work requirements including various activities within the given time and set quality standards

To be competent, the user/individual on the job must be able to:

- PC1.** keep immediate work area clean and tidy
- PC2.** treat confidential information as per the organisations guidelines
- PC3.** work in line with organisations policies and procedures
- PC4.** work within the limits of job role
- PC5.** obtain guidance from appropriate people, where necessary
- PC6.** ensure work meets the agreed requirements

Appropriate use of resources

To be competent, the user/individual on the job must be able to:

- PC7.** establish and agree on work requirements with appropriate people
- PC8.** manage time, materials and cost effectively
- PC9.** use resources in a responsible manner

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the organisations policies, procedures and priorities for area of work, role and responsibilities in carrying out that work
- KU2.** the limits of responsibilities and when to involve others
- KU3.** specific work requirements and who these must be agreed with
- KU4.** the importance of having a tidy work area and how to do this
- KU5.** how to prioritize workload according to urgency and importance and the benefits of this
- KU6.** the organisations policies and procedures for dealing with confidential information and the importance of complying with these
- KU7.** the purpose of keeping others updated with the progress of work

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- KU8.** who to obtain guidance from and the typical circumstances when this may be required
- KU9.** the purpose and value of being flexible and adapting work plans
- KU10.** how to complete tasks accurately by following standard procedures
- KU11.** technical resources needed for work and how to obtain and use these

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** write in at least one language
- GS2.** read instructions, guidelines/procedures
- GS3.** ask for clarification and advice from appropriate persons
- GS4.** communicate orally with colleagues
- GS5.** make a decision on a suitable course of action appropriate for accurately completing the task within resources
- GS6.** agree objectives and work requirements
- GS7.** plan and organise work to achieve targets and deadlines
- GS8.** deliver consistent and reliable service to customers
- GS9.** check own work and ensure it meets customer requirements
- GS10.** anomalies to the concerned persons
- GS11.** analyse problems and identify work-arounds taking help from
- GS12.** apply own judgement to identify solutions in different situations

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Work requirements including various activities within the given time and set quality standards</i>	16	47	-	-
PC1. keep immediate work area clean and tidy	2	9	-	-
PC2. treat confidential information as per the organisations guidelines	2	6	-	-
PC3. work in line with organisations policies and procedures	3	8	-	-
PC4. work within the limits of job role	3	6	-	-
PC5. obtain guidance from appropriate people, where necessary	3	7	-	-
PC6. ensure work meets the agreed requirements	3	11	-	-
<i>Appropriate use of resources</i>	9	28	-	-
PC7. establish and agree on work requirements with appropriate people	3	9	-	-
PC8. manage time, materials and cost effectively	3	11	-	-
PC9. use resources in a responsible manner	3	8	-	-
NOS Total	25	75	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0001
NOS Name	Plan and organise work to meet expected outcomes
Sector	Automotive
Sub-Sector	Manufacturing and R&D, Sales and Service, Road Transportation
Occupation	Auto Components /Aggregates Repair
NSQF Level	4
Credits	NA
Version	1.0
Last Reviewed Date	10/06/2013
Next Review Date	10/06/2015
NSQC Clearance Date	20/07/2015

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ASC/N0002: Work effectively in a team

Description

This NOS unit is about working effectively with colleagues, either in individuals own work group or in other work groups within organisation

Scope

This unit/task covers the following: Colleagues: Superiors Members of own work group People in other work groups within or outside the organisation Communicate: Face-to-face By telephone In writing

- Superiors
- Members of own work group
- People in other work groups within or outside the organisation
- Face-to-face
- By telephone
- In writing

Elements and Performance Criteria

Effective communication

To be competent, the user/individual on the job must be able to:

- PC1.** maintain clear communication with colleagues
- PC2.** work with colleagues
- PC3.** pass on information to colleagues in line with organisational requirements
- PC4..** work in ways that show respect for colleagues
- PC5.** carry out commitments made to colleagues
- PC6.** let colleagues know in good time if cannot carry out commitments, explaining the reasons
- PC7.** identify problems in working with colleagues and take the initiative to solve these problems
- PC8.** follow the organisations policies and procedures for working with colleagues
- PC9.** ability to share resources with other members as per priority of tasks

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the organisations policies and procedures for working with colleagues, role and responsibilities in relation to this
- KU2.** the importance of effective communication and establishing good working relationships with colleagues
- KU3.** different methods of communication and the circumstances in which it is appropriate to use these
- KU4.** benefits of developing productive working relationships with colleagues
- KU5.** the importance of creating an environment of trust and mutual respect

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- KU6.** whether not meeting commitments, will have implications on individuals and the organisation
- KU7.** different types of information that colleagues might need and the importance of providing this information when it is required
- KU8.** the importance of problems, from colleagues perspective and how to provide support, where necessary, to resolve these

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete well written work with attention to detail
- GS2.** read instructions, guidelines/procedures
- GS3.** listen effectively and orally communicate information
- GS4.** make decisions on a suitable course of action or response
- GS5.** plan and organise work to achieve targets and deadlines
- GS6.** check that the work meets customer requirements
- GS7.** deliver consistent and reliable service to customers
- GS8.** apply problem solving approaches in different situations
- GS9.** apply balanced judgements to different situations
- GS10.** apply good attention to detail
- GS11.** check that the work is complete and free from errors
- GS12.** get work checked by peers
- GS13.** work effectively in a team environment

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Effective communication</i>				
PC1. maintain clear communication with colleagues	4	10	-	-
PC2. work with colleagues	2	7	-	-
PC3. pass on information to colleagues in line with organisational requirements	3	8	-	-
PC4.. work in ways that show respect for colleagues	3	8	-	-
PC5. carry out commitments made to colleagues	2	8	-	-
PC6. let colleagues know in good time if cannot carry out commitments, explaining the reasons	2	8	-	-
PC7. identify problems in working with colleagues and take the initiative to solve these problems	4	9	-	-
PC8. follow the organisations policies and procedures for working with colleagues	3	9	-	-
PC9. ability to share resources with other members as per priority of tasks	2	8	-	-
NOS Total	25	75	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0002
NOS Name	Work effectively in a team
Sector	Automotive
Sub-Sector	Manufacturing and R&D, Sales and Service, Road Transportation
Occupation	Maintenance
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	23/09/2013
Next Review Date	30/09/2015
NSQC Clearance Date	28/09/2015

Qualification Pack

ASC/N0003: Maintain a healthy, safe and secure working environment

Description

This NOS unit is about monitoring the working environment and making sure it meets requirements for health, safety and security

Scope

This unit/task covers the following:

- Resources (both material & manpower) needed to maintain a safe working environment as per the prevalent norms & government policies including emergency procedures for illness, accidents, fires or any other reason which may involve evacuation of the premises

Elements and Performance Criteria

Resources needed to maintain a safe, secure working environment

To be competent, the user/individual on the job must be able to:

- PC1.** comply with organisations current health, safety and security policies and procedures
- PC2.** report any identified breaches in health, safety, and security policies and procedures to the designated person
- PC3..** Coordinate with other resources at the workplace to achieve the healthy, safe and secure environment for all incorporating all government norms esp. for emergency situations like fires, earthquakes etc.
- PC4.** identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority
- PC5.** report any hazards outside the individuals authority to the relevant person in line with organisational procedures and warn other people who may be affected
- PC6.** follow organisations emergency procedures for accidents, fires or any other natural calamity
- PC7.** identify and recommend opportunities for improving health, safety, and security to the designated person
- PC8.** complete all health and safety records are updates and procedures well defined

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** legislative requirements and organisations procedures for health, safety and security and individuals role and responsibilities in relation to this
- KU2.** what is meant by a hazard, including the different types of health and safety hazards that can be found in the workplace
- KU3.** how and when to report hazards
- KU4.** the limits of responsibility for dealing with hazards

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- KU5.** the organisations emergency procedures for different emergency situations and the importance of following these
- KU6.** the importance of maintaining high standards of health, safety and security
- KU7.** implications that any non-compliance with health, safety and security may have on individuals and the organisation
- KU8.** different types of breaches in health, safety and security and how and when to report these
- KU9.** evacuation procedures for workers and visitors
- KU10.** how to summon medical assistance and the emergency services, where necessary
- KU11.** how to use the health, safety and accident reporting procedures and the importance of these

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete accurate, well written work with attention to detail
- GS2.** read instructions, guidelines/procedures/rules
- GS3.** listen and orally communicate information
- GS4.** make decisions on a suitable course of action or response
- GS5.** plan and organise work to achieve targets and deadlines
- GS6.** build and maintain positive and effective relationships with colleagues and customers
- GS7.** apply problem solving approaches in different situations
- GS8.** analyse data and activities
- GS9.** apply balanced judgements to different situations
- GS10.** apply good attention to detail
- GS11.** check that the work is complete and free from errors
- GS12.** get work checked by peers
- GS13.** work effectively in a team environment

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Resources needed to maintain a safe, secure working environment</i>				
PC1. comply with organisations current health,safety and security policies and procedures	3	9	-	-
PC2. report any identified breaches in health,safety, and security policies and procedures to the designated person	3	10	-	-
PC3.. Coordinate with other resources at the workplace to achieve the healthy, safe and secure environment for all incorporating all government norms esp. for emergency situations like fires,earthquakes etc.	3	10	-	-
PC4. identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	5	10	-	-
PC5. report any hazards outside the individuals authority to the relevant person in line with organisational procedures and warn other people who may be affected	3	9	-	-
PC6. follow organisations emergency procedures for accidents, fires or any other natural calamity	3	10	-	-
PC7. identify and recommend opportunities for improving health,safety, and security to the designated person	3	8	-	-
PC8. complete all health and safety records are updates and procedures well defined	2	9	-	-
NOS Total	25	75	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0003
NOS Name	Maintain a healthy, safe and secure working environment
Sector	Automotive
Sub-Sector	Manufacturing and R&D, Sales and Service, Road Transportation
Occupation	Auto Components/Aggregates Repair
NSQF Level	4
Credits	NA
Version	1.0
Last Reviewed Date	10/06/2013
Next Review Date	10/06/2015
NSQC Clearance Date	20/07/2015

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ASC/N0005: Supervise and evaluate performance

Description

This NOS unit is about an individual who supervise and evaluate the performance of subordinates to ensure higher levels of motivation.

Scope

This unit/task covers the following:

- supervise all activities performed by subordinates and reporting executives and evaluate their performance
- ensure and implement strict adherence of all activities performed by subordinates to organisational guidelines

Elements and Performance Criteria

Supervise & evaluate performance of all subordinates and reporting executives

To be competent, the user/individual on the job must be able to:

- PC1..** set goals and targets as per organisational directives for all reporting executives
- PC2..** create quantified measures and metrics to analyse the performance delivered by subordinates
- PC3..** set tangible and achievable incentives for subordinates as per the goals and targets assigned
- PC4..** ensure and implement strict adherence of all activities performed by subordinates to organisational guidelines
- PC5..** monitor and supervise all the activities performed by subordinates and ensure optimisation to achieve the set goals
- PC6.** evaluate performance of subordinates and reporting executives on the designed measures and metrics as per the guidelines of the organization
- PC7..** assist and support reporting executives whenever necessary or applicable
- PC8..** document all performance indicators and metrics of subordinates in the prescribed format of organisation
- PC9..** perform all appraisal related process flow for subordinates, as per respective performance documents
- PC10.** handover all the documents and appropriate support measures to human resources department for official records
- PC11.** ensure and implement proper process flow for feedbacks and queries received from subordinates

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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- KU1.** standard operating procedures of the organisation for appraisals, incentives, promotions and performance evaluation
- KU2.** operating procedures for query and problem reporting and their redressal in the organisation
- KU3.** framework and guidelines prescribed by the organisation for query and problem redressal
- KU4.** framework and guidelines prescribed by the organisation for performance evaluations and based appraisals out of it
- KU5.** documentation requirements for each procedure carried out as part of roles and responsibilities
- KU6.** institutional and professional code of ethics and standards of practice
- KU7.** safety and health policies and regulations for the workplace
- KU8.** documentation requirements for appraisals and other performance evaluations of various subordinate positions
- KU9.** process flow for performance evaluation, documentation and appraisals related with them
- KU10.** subordinate and reporting executives problems and queries and documenting it in the organisations prescribed format
- KU11.** redressal documentations mechanisms available in the organization and acting accordingly in a timely manner
- KU12.** software or Format such as MS Word, Excel, PowerPoint and Management Information System (MIS) as prescribed by the organization

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** communicate information and ideas in writing so that the subordinates and peers can understand
- GS2.** create documents required on the job (including requirement sheets, query sheets, response or feedback sheets etc.)
- GS3.** write at least one local language
- GS4.** read reviews from subordinates in terms of their requirements, queries and feedbacks
- GS5.** read appraisal documents related with any of subordinating position
- GS6.** read policies and regulations pertinent to the job
- GS7.** interact with all subordinates to understanding their requirements, queries and feedbacks on various aspects within the organisation
- GS8.** interact with organisations internal stakeholders to ensure efficient performance evaluation of the subordinates leading to higher levels of satisfaction and motivation
- GS9.** analyse information and evaluate results amongst the various available options or metrics on the performance indicators to choose best way to motivate subordinates through: rewards and recognition schemes promotion transfer to other work stream nominate for an executive training any other monetary or non-monetary benefits
- GS10.** plan work on a daily basis to ensure higher levels of motivated within the teams supervising wherever required and giving freedom and independence to the subordinates to ensure high quality work output with minimum superior guidance leading to holistic development of the subordinate

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- GS11.** ensure all activities performed by subordinates and reporting executives is in sync with broader organisational goals to ensure higher customer satisfaction
- GS12.** analyse all the queries or problems posted by subordinates and find an appropriate solution acceptable to the subordinates
- GS13.** deliver and act as per the organisation provided/guided resolutions
- GS14.** evaluate and identify all key requirements of the subordinates and try to solve various issues to ensure higher motivational levels
- GS15.** assess additional cost burden as a result of various incentives schemes and other rewards & recognition schemes for the subordinates and take an optimum decision to ensure the overall profitability of the organisation
- GS16.** assess additional cost burden as a result of various incentives schemes and other rewards & recognition schemes for the subordinates and take an optimum decision to ensure the overall profitability of the organisation

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Supervise & evaluate performance of all subordinates and reporting executives</i>				
PC1.. set goals and targets as per organisational directives for all reporting executives	4	7	-	-
PC2.. create quantified measures and metrics to analyse the performance delivered by subordinates	4	7	-	-
PC3.. set tangible and achievable incentives for subordinates as per the goals and targets assigned	3	8	-	-
PC4.. ensure and implement strict adherence of all activities performed by subordinates to organisational guidelines	3	8	-	-
PC5.. monitor and supervise all the activities performed by subordinates and ensure optimisation to achieve the set goals	3	8	-	-
PC6. evaluate performance of subordinates and reporting executives on the designed measures and metrics as per the guidelines of the Organization	3	7	-	-
PC7.. assist and support reporting executives whenever necessary or applicable	2	5	-	-
PC8.. document all performance indicators and metrics of subordinates in the prescribed format of organisation	2	5	-	-
PC9.. perform all appraisal related process flow for subordinates, as per respective performance documents	2	5	-	-
PC10. handover all the documents and appropriate support measures to human resources department for official records	1	5	-	-
PC11. ensure and implement proper process flow for feedbacks and queries received from subordinates	3	5	-	-
NOS Total	30	70	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0005
NOS Name	Supervise and evaluate performance
Sector	Automotive
Sub-Sector	Auto Components (Manufacturers & Dealers)
Occupation	Auto Components After Market Sales & Service
NSQF Level	7
Credits	TBD
Version	1.0
Last Reviewed Date	26/07/2013
Next Review Date	26/07/2015
NSQC Clearance Date	

Qualification Pack

ASC/N0503: Generate insights for marketing plan

Description

This OS unit is about an individual who is responsible for generating insights for marketing plan.

Scope

This unit/task covers the following:

- coordinate in conducting marketing surveys and research with both external agencies and internal functions within the OEM and channel partners
- provide insights to new product Innovation (for new launches)& product development (for model/variant refreshes) teams about the marketing plan

Elements and Performance Criteria

Coordinate the market surveys

To be competent, the user/individual on the job must be able to:

- PC1.** . assist both sales function and other external agencies in conducting market research and surveys to gather information about specified OEM markets, trends, competitors, their products, benchmark competitiveness and new technological advances
- PC2.** . assist new product innovation (for new launches) & product development (for model/variant refreshes) team in analysing the research conducted to gather proper information about the customers needs and requirements
- PC3.** . define and communicate the overall product strategy and roadmap and analysis of product success to build an effective brand
- PC4.** . expand and run all the necessary mechanisms leading to the growth in the overall OEM business including all the techniques in improving an existing product ort launching new products, and other major market programs and activations
- PC5.** . deliver required documentation, including prioritized features and justification, ensuring that products lead the market in innovation and performance

Generate insights for developing marketing plan

To be competent, the user/individual on the job must be able to:

- PC6.** . contribute to on-going product innovations and identify product expansion opportunities in the future
- PC7..** . develop the core positioning, key benefits, and communicating the USP of the product
- PC8.** . estimate and propose pricing strategies for OEM products to meet sales revenue and profitability goals
- PC9.** . develop and present business cases and product requirement documents to introduce new products and improve existing products
- PC10.** . develop annual sales and marketing plans for specified OEM product line in conjunction with the respective business unit leaders
- PC11.** . launch a new product within the allocated marketing / product launch budget
- PC12.** . monitor the spend of the marketing budget allocated against region/ zone

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- PC13.** . work with the marketing, communications and sales teams to help team members understand the product positioning, benefits, target customers, and gotomarket strategy

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures of the organisation/ channel partner about product marketing strategies and practices
- KU2.** standard operating procedures of the organisation/ channel partner about market research and surveys
- KU3.** documentation requirements for each procedure carried out as part of roles and responsibilities
- KU4.** organisational and professional code of ethics and standards of practice
- KU5.** safety and health policies and regulations for the workplace
- KU6.** technical specifications and performance benchmarks of OEM products
- KU7.** how to coordinate market research and surveys to gather information about specified OEM markets, trends, competitors, and their products
- KU8.** future and current OEM product, sales, and end customer plans and dynamics
- KU9.** how to analyse the market research conducted to gather proper information about the customers needs and requirements
- KU10.** how to develop annual sales budget and marketing plans for specified OEM product line
- KU11.** how to develop product positioning and pricing strategies
- KU12.** how to develop comprehensive status reports related with financial projections

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** create documentation required on the job (reports of data collected, details aspects of the insights from the various surveys and brand perception as highlighted in the public forums, newspapers, magazines etc.)
- GS2.** prepare cost estimates of conducting market research
- GS3.** write in at least one language
- GS4.** read brochures and technical specifications of the OEM vehicle
- GS5.** read & understand technical terminologies used in the automotive industry, financial reports, and basic legal documents related to contracts
- GS6.** maintain updated knowledge on the evolving trends, cutting-edge developments in the automotive industry
- GS7.** read policies and regulations pertinent to the job as specified in the OEM manual
- GS8.** interact with the sales function across OEM and channel partners to elicit information on level of implementation of marketing plan
- GS9.** interact with marketing function to understand the improvement areas in the plan

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- GS10.** analyse the data collected from various surveys and how to make best use of the data to develop marketing and brand communication plans basis it
- GS11.** plan work assigned on a daily basis
- GS12.** interact regularly with the sales function to have proper knowledge about the of implementation of marketing plan & take corrective actions if required
- GS13.** ensure that the marketing research is done properly and is error free
- GS14.** handle unfavourable comparisons of the product with competitors products
- GS15.** ensure that the results of the marketing research is hurdle free
- GS16.** analyse unique points of conducting market research and implementing the marketing plan
- GS17.** evaluate the information gathered from the sales function about the extent of inculcation of marketing plans

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Coordinate the market surveys</i>	12	27	-	-
PC1. . assist both sales function and other external agencies in conducting market research and surveys to gather information about specified OEM markets, trends, competitors, their products, benchmark competitiveness and new technological advances	2	4	-	-
PC2. . assist new product innovation (for new launches) & product development (for model/ variant refreshes) team in analysing the research conducted to gather proper information about the customers needs and requirements	2	5	-	-
PC3. . define and communicate the overall product strategy and roadmap and analysis of product success to build an effective brand	3	6	-	-
PC4. . expand and run all the necessary mechanisms leading to the growth in the overall OEM business including all the techniques in improving an existing product ort launching new products, and other major market programs and activations	3	6	-	-
PC5. . deliver required documentation, including prioritized features and justification, ensuring that products lead the market in innovation and performance	2	6	-	-
<i>Generate insights for developing marketing plan</i>	18	43	-	-
PC6. . contribute to on-going product innovations and identify product expansion opportunities in the future	1	6	-	-
PC7.. develop the core positioning, key benefits, and communicating the USP of the product	3	6	-	-
PC8. . estimate and propose pricing strategies for OEM products to meet sales revenue and profitability goals	3	6	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC9. . develop and present business cases and product requirement documents to introduce new products and improve existing products	3	6	-	-
PC10. . develop annual sales and marketing plans for specified OEM product line in conjunction with the respective business unit leaders	3	6	-	-
PC11. . launch a new product within the allocated marketing / product launch budget	2	5	-	-
PC12. . monitor the spend of the marketing budget allocated against region/ zone	2	4	-	-
PC13. . work with the marketing, communications and sales teams to help team members understand the product positioning, benefits, target customers, and gotomarket strategy	1	4	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0503
NOS Name	Generate insights for marketing plan
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Oem)
Occupation	Vehicle Marketing
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	10/07/2013
Next Review Date	10/07/2015
NSQC Clearance Date	

Qualification Pack

ASC/N0505: Implement the marketing and promotion plan

Description

This OS unit is about an individual who is responsible for to effectively implement the marketing and promotion plan for building the image of the brand which would help in generating effective sales for the OEM vehicle.

Scope

This unit/task covers the following:

- implement and improve marketing plan for effective communication of the brand leading to higher sales
- optimize the profitability through strategizing and conceptualizing so that brand equity can be established

Elements and Performance Criteria

Implementing the marketing and promotion plan

To be competent, the user/individual on the job must be able to:

- PC1.** . assist both sales function & other external agencies in conducting market research and surveys to gather information about specified OEM markets, trends, competitors, their products, benchmark competitiveness and new technological advances
- PC2.** . work in close collaboration with specified accounts to understand future and current product, sales, and end customer plans and dynamics
- PC3.** . schedule projects and work closely and collaboratively with R&D, engineering, operations and other departments on the implementation of product requirements and report on progress
- PC4.** . develop annual sales and marketing plans for specified OEM product line in conjunction with the respective business unit leaders
- PC5.** . develop and present business cases and product requirement documents to introduce new products and improve existing products.
- PC6.** . define new product concepts and business cases based on customer needs to the sales function
- PC7.** . work with OEM test and validation teams to identify problems and define enhancements and additional market requirements and determine performance and reliability of new products
- PC8.** . manage and develop product launch, promotional, sales and support materials for OEM partners to maximize ROI
- PC9.** . expand and run all the necessary mechanisms to compel the business growth including all the techniques in developing a product, major market programs, and pricing strategies
- PC10.** . organize a comprehensive status report all-encompassing financial projections
- PC11.** . strengthen and maintain the relationship with OEM partners & vendors for the advancement of different products

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PC12. . control and ease out all concerns with regards to the production, customer care, and service to put OEM products above all other competitors in the market

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures of the organisation/ channel partners about product marketing strategies and practices
- KU2.** standard operating procedures of the organisation/ channel partners about market research and surveys
- KU3.** documentation requirements for each procedure carried out as part of roles and responsibilities
- KU4.** organisational and professional code of ethics and standards of practice
- KU5.** safety and health policies and regulations for the workplace
- KU6.** technical specifications and performance benchmarks of OEM products
- KU7.** how to coordinate market research and surveys to gather information & insights about the OEM markets, trends, competitors, and their products
- KU8.** future and current OEM product, sales, and end customer plans and dynamics
- KU9.** how to analyse the market research conducted to gather proper information about the customers needs and requirements
- KU10.** how to develop business cases and product requirement documents
- KU11.** how to organise product launch, promotional, sales and support materials for OEM partners
- KU12.** how to develop comprehensive status reports related with financial projections

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** create documentation required for the job (reports of data collected, details aspects of the insights from the various surveys and brand perception as highlighted in the public forums, newspapers, magazines etc.)
- GS2.** prepare cost estimates of conducting market research
- GS3.** write contact documents to be signed with external agencies for various surveys conducted
- GS4.** write in at least one language
- GS5.** read brochures and technical specifications of the OEM vehicle
- GS6.** read & understand technical terminologies used in the automotive industry, financial reports, and basic legal documents related to contracts
- GS7.** maintain updated knowledge on the evolving trends, cutting-edge developments in the automotive industry
- GS8.** read policies and regulations pertinent to the job as specified in the OEM manual
- GS9.** interact with the sales function across OEM and channel partners to elicit information on level of implementation of marketing plan
- GS10.** interact with marketing function to understand the improvement areas in the plan

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- GS11.** analyse the data collected from various surveys and how to make best use of the data to develop marketing and brand communication plans basis it
- GS12.** plan work assigned on a daily basis
- GS13.** interact regularly with the sales function to have proper knowledge about the implementation of marketing plan and take corrective actions if required
- GS14.** ensure that the marketing research is done properly and is error free
- GS15.** handle unfavourable comparisons of the product with competitors products
- GS16.** ensure that the results of the marketing research is hurdle free
- GS17.** analyse unique points of conducting market research and implementing the marketing plan
- GS18.** evaluate the information gathered from the sales function about the extent of inculcation of marketing plans

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Implementing the marketing and promotion plan</i>				
PC1. . assist both sales function & other external agencies in conducting market research and surveys to gather information about specified OEM markets, trends, competitors, their products, benchmark competitiveness and new technological advances	2	4	-	-
PC2. . work in close collaboration with specified accounts to understand future and current product, sales, and end customer plans and dynamics	2	4	-	-
PC3. . schedule projects and work closely and collaboratively with R&D, engineering, operations and other departments on the implementation of product requirements and report on progress	2	6	-	-
PC4. . develop annual sales and marketing plans for specified OEM product line in conjunction with the respective business unit leaders	2	7	-	-
PC5. . develop and present business cases and product requirement documents to introduce new products and improve existing products.	2	7	-	-
PC6. . define new product concepts and business cases based on customer needs to the sales function	2	6	-	-
PC7. . work with OEM test and validation teams to identify problems and define enhancements and additional market requirements and determine performance and reliability of new products	3	6	-	-
PC8. . manage and develop product launch, promotional, sales and support materials for OEM partners to maximize ROI	2	7	-	-
PC9. . expand and run all the necessary mechanisms to compel the business growth including all the techniques in developing a product, major market programs, and pricing strategies	2	7	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. . organize a comprehensive status report all-encompassing financial projections	2	7	-	-
PC11. . strengthen and maintain the relationship with OEM partners & vendors for the advancement of different products	2	7	-	-
PC12. . control and ease out all concerns with regards to the production, customer care, and service to put OEM products above all other competitors in the market	2	7	-	-
NOS Total	25	75	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0505
NOS Name	Implement the marketing and promotion plan
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Oem)
Occupation	Vehicle Marketing
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	10/07/2013
Next Review Date	10/07/2015
NSQC Clearance Date	

Qualification Pack

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Recommended Pass % aggregate for QP : 75

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ASC/N0001.Plan and organise work to meet expected outcomes	25	75	-	-	100	10
ASC/N0002.Work effectively in a team	25	75	-	-	100	10
ASC/N0003.Maintain a healthy,safe and secure working environment	25	75	-	-	100	5
ASC/N0005.Supervise and evaluate performance	30	70	-	-	100	15

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National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ASC/N0503.Generate insights for marketing plan	30	70	-	-	100	25
ASC/N0505.Implement the marketing and promotion plan	25	75	-	-	100	35
Total	160	440	-	-	600	100

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Qualification Pack

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

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Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.