

# Regional Service Marketing Manager

QP Code: ASC/Q0701

NSQF Level: 6

Automotive Skills Development Council || Automotive Skills Development Council, Sat Paul Mittal  
Building, 1/6, Siri Institutional Area  
August Kranti Marg (Khel Gaon Marg) New Delhi - 110049

## Qualification Pack

### Contents

|  |    |
|--|----|
| ASC/Q0701: Regional Service Marketing Manager .....                      | 3  |
| <i>Brief Job Description</i> .....                                       | 3  |
| Applicable National Occupational Standards (NOS) .....                   | 3  |
| <i>Compulsory NOS</i> .....  | 3  |
| <i>Qualification Pack (QP) Parameters</i> .....                          | 3  |
| ASC/N0001: Plan and organise work to meet expected outcomes .....        | 5  |
| ASC/N0002: Work effectively in a team .....                              | 9  |
| ASC/N0003: Maintain a healthy, safe and secure working environment ..... | 13 |
| ASC/N0005: Supervise and evaluate performance .....                      | 17 |
| ASC/N0701: Design and develop services marketing plan .....              | 22 |
| ASC/N0702: Implement the marketing plan .....                            | 26 |
| Assessment Guidelines and Weightage .....                                | 30 |
| <i>Assessment Guidelines</i> .....                                       | 30 |
| <i>Assessment Weightage</i> .....  | 30 |
| Acronyms .....   | 32 |
| Glossary .....   | 33 |

## Qualification Pack

### ASC/Q0701: Regional Service Marketing Manager

#### Brief Job Description

A Regional Service Marketing Manager is responsible for the outbound marketing activities for service offerings of the organisation. The individual is able to craft the messaging and positioning for service offerings.

#### Personal Attributes

The individual should be able to interface effectively and establish quick credibility and confidence with development, delivery, customer support, sales, marketing, finance and our customers across all channels. This job requires an extremely talented and flexible individual with strong presentation skills, adept business knowledge, organizational abilities and who is capable of bridging customer business requirements to technical feature set and broader market trends, indices and capabilities. Attention to detail and an eye for quality, along with the ability to grasp and translate technical capabilities into benefits is crucial.

#### 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/N0701: Design and develop services marketing plan](#)
6. [ASC/N0702: Implement the marketing plan](#)

#### Qualification Pack (QP) Parameters

|                                      |                                  |
|--------------------------------------|----------------------------------|
| <b>Sector</b>                        | Automotive                       |
| <b>Sub-Sector</b>                    | Automotive Vehicle Service (Oem) |
| <b>Occupation</b>                    | Service Marketing                |
| <b>Country</b>                       | India                            |
| <b>NSQF Level</b>                    | 6                                |
| <b>Aligned to NCO/ISCO/ISIC Code</b> | NCO-2015/2431.0101               |

## Qualification Pack

|   |  |
|---|--|
| <b>Minimum Educational Qualification &amp; Experience</b> | BBA (Marketing/ Advertising) with 5-10 years of experience Service marketing experience for graduates/post-graduates<br>OR<br>BBA (Marketing/ Advertising) with 5-10 years of experience Service marketing experience for graduates/post-graduates<br>OR<br>BBA (Marketing/ Advertising) |
| <b>Minimum Level of Education for Training in School</b>  |  |
| <b>Pre-Requisite License or Training</b>                  | On the job training Desirable for ASDC Regional Service Marketing Manager Level 6 certificate OR Post graduate degree/Diploma in Business Administration   |
| <b>Minimum Job Entry Age</b>                              | 18 Years   |
| <b>Last Reviewed On</b>                                   | 15/07/2013   |
| <b>Next Review Date</b>                                   | 31/03/2020   |
| <b>NSQC Approval Date</b>                                 | 05/08/2015   |
| <b>Version</b>  | 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

## Qualification Pack

- 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

## Qualification Pack

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

## Qualification Pack

### National Occupational Standards (NOS) Parameters

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



## Qualification Pack

### 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

## Qualification Pack

- 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

## Qualification Pack

### Assessment Criteria

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

## Qualification Pack

### National Occupational Standards (NOS) Parameters

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

## Qualification Pack

- 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

## Qualification Pack

### 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>   |              |                 |               |            |
| <b>PC1.</b> comply with organisations current health,safety and security policies and procedures   | 3            | 9               | -             | -          |
| <b>PC2.</b> report any identified breaches in health,safety, and security policies and procedures to the designated person   | 3            | 10              | -             | -          |
| <b>PC3..</b> 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              | -             | -          |
| <b>PC4.</b> identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority  | 5            | 10              | -             | -          |
| <b>PC5.</b> 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               | -             | -          |
| <b>PC6.</b> follow organisations emergency procedures for accidents, fires or any other natural calamity   | 3            | 10              | -             | -          |
| <b>PC7.</b> identify and recommend opportunities for improving health,safety, and security to the designated person  | 3            | 8               | -             | -          |
| <b>PC8.</b> complete all health and safety records are updates and procedures well defined   | 2            | 9               | -             | -          |
| <b>NOS Total</b>   | <b>25</b>    | <b>75</b>       | -             | -          |

## Qualification Pack

### National Occupational Standards (NOS) Parameters

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



## Qualification Pack

### 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:

## Qualification Pack

- 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

## Qualification Pack

- 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

## Qualification Pack

### Assessment Criteria

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

## Qualification Pack

### National Occupational Standards (NOS) Parameters

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

## Qualification Pack

### ASC/N0701: Design and develop services marketing plan

#### Description

This OS unit is about a Regional Services Marketing Manager who is responsible for designing promotional and branding framework of a complete services portfolio.

#### Scope

This unit/task covers the following:

- conduct market research to analyse competitors service marketing strategies
- design branding strategies for services offerings of OEM products

#### Elements and Performance Criteria

##### *Analyse market requirements for OEM products*

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

- PC1.** . lead on going market research efforts and identify market requirements for current and future products
- PC2.** . propose an overall research and launch budget to ensure success and to monitor on going performance against budget
- PC3.** . manage revenue and profitability of the service offerings for OEM products
- PC4.** . develop the strategy and manage the marketing programs that drive demand for OEM products
- PC5.** . drive and develop material for multiple service offerings and service launches including press releases, launch materials, customer presentations, videos, pod casts, and sales training
- PC6.** . develop and drive competitive marketing campaigns to ensure enrichment of market share and profitability
- PC7.** . collaborate cross-functionally on competitive selling, pricing, market development and field solutions
- PC8.** . develop service positioning and messaging that differentiates your services in the market
- PC9.** . communicate the value proposition of the products to the sales team and develop the sales tools that support the selling process of your products
- PC10.** . work closely with sales managers, distributors, key customers and representatives in solving customer problems and developing service programs

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures of the organisation/ dealership about service marketing process
- KU2.** documentation requirements for each procedure carried out as part of roles and responsibilities

## Qualification Pack

- KU3.** organisational and professional code of ethics and standards of practice
- KU4.** safety and health policies and regulations for the workplace
- KU5.** how to conduct market research identify market requirements for OEM products
- KU6.** how to develop effective strategies for service offerings of OEM product
- KU7.** how to develop material for multiple service offerings and service launches including press releases, launch materials, customer presentations, videos, pod casts, and sales training
- KU8.** how to develop marketing campaigns for effective service delivery
- KU9.** how to develop effective service positioning and messaging for gaining competitive advantage in OEM market
- KU10.** how to explain value proposition of the products to the sales team
- KU11.** how to develop sales tools that support the selling process of OEM products
- KU12.** how to handle customer queries about service offerings of OEM products

## Generic Skills (GS)

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

- GS1.** create documentation required on the job (reports of data collected, etc.)
- GS2.** prepare cost estimates of conducting market research
- GS3.** write in at least one language
- GS4.** read brochures and technical specifications of the product launched
- GS5.** read policies and regulations pertinent to the job
- GS6.** interact with the sales function to elicit information service offerings of OEM products
- GS7.** analyse the results of research conducted and evaluate best service offering for OEM products
- GS8.** plan work assigned on a daily basis
- GS9.** interact regularly with the sales function to have proper knowledge about the implementation of marketing plan
- GS10.** ensure that sales function has adopted marketing plan
- GS11.** ensure that the marketing research is done properly and is error free
- GS12.** handle unfavourable comparisons of the product with previous products
- GS13.** ensure that the marketing research is hurdle free
- GS14.** analyse unique points of conducting market research and implementing the marketing plan
- GS15.** 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>Analyse market requirements for OEM products</i>  |              |                 |               |            |
| <b>PC1.</b> . lead on going market research efforts and identify market requirements for current and future products   | 3            | 7               | -             | -          |
| <b>PC2.</b> . propose an overall research and launch budget to ensure success and to monitor on going performance against budget   | 3            | 7               | -             | -          |
| <b>PC3.</b> . manage revenue and profitability of the service offerings for OEM products   | 3            | 7               | -             | -          |
| <b>PC4..</b> develop the strategy and manage the marketing programs that drive demand for OEM products   | 3            | 7               | -             | -          |
| <b>PC5.</b> . drive and develop material for multiple service offerings and service launches including press releases, launch materials, customer presentations, videos, pod casts, and sales training | 3            | 7               | -             | -          |
| <b>PC6.</b> . develop and drive competitive marketing campaigns to ensure enrichment of market share and profitability   | 3            | 7               | -             | -          |
| <b>PC7.</b> . collaborate cross-functionally on competitive selling, pricing, market development and field solutions   | 3            | 7               | -             | -          |
| <b>PC8.</b> . develop service positioning and messaging that differentiates your services in the market  | 3            | 7               | -             | -          |
| <b>PC9..</b> communicate the value proposition of the products to the sales team and develop the sales tools that support the selling process of your products   | 3            | 7               | -             | -          |
| <b>PC10..</b> work closely with sales managers, distributors, key customers and representatives in solving customer problems and developing service programs   | 3            | 7               | -             | -          |
| <b>NOS Total</b>   | <b>30</b>    | <b>70</b>       | -             | -          |



## Qualification Pack

### National Occupational Standards (NOS) Parameters

|                            |  |
|----------------------------|--|
| <b>NOS Code</b>            | ASC/N0701                                  |
| <b>NOS Name</b>            | Design and develop services marketing plan |
| <b>Sector</b>              | Automotive                                 |
| <b>Sub-Sector</b>          | Automotive Vehicle Service (Oem)           |
| <b>Occupation</b>          | Service Marketing                          |
| <b>NSQF Level</b>          | 6  |
| <b>Credits</b>             | TBD  |
| <b>Version</b>             | 1.0  |
| <b>Last Reviewed Date</b>  | 15/07/2013                                 |
| <b>Next Review Date</b>    | 15/07/2015                                 |
| <b>NSQC Clearance Date</b> |  |

## Qualification Pack

### ASC/N0702: Implement the marketing plan

#### Description

This OS unit is about a Regional Services Marketing Manager who is responsible for effectively implementing marketing strategies for service offerings of OEM products.

#### Scope

This unit/task covers the following:

- assist in taking customer feedback to measure success of new functionalities.
- ensure proper execution of service marketing deliverables across all marketing channels.

#### Elements and Performance Criteria

##### *Ensure execution of service marketing deliverables*

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

- PC1..** liaison & coordinate between different functions to ensure proper flow of service process of the defined region
- PC2..** assist sales function in designing and implementing business plan
- PC3..** monitor and evaluate sales related activities of competitors
- PC4. .** elucidate service support clauses to sales function and prepare proposal documents accordingly by helping the sales function
- PC5. .** understand customer requirements and specific value deliverables related with OEM products
- PC6..** implement allocation of budgets for service offerings of OEM products and review their effectiveness
- PC7. .** interact with sales/ finance/ marketing function to ensure proper execution of service marketing plan
- PC8..** analyse effective implementation of incentive plans for proper implementation of promotions
- PC9. .** analyse and evaluate feedback of customers regarding service delivery of OEM products

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures of the organisation/ dealership about service marketing process
- KU2.** documentation requirements for each procedure carried out as part of roles and responsibilities
- KU3.** organisational and professional code of ethics and standards of practice
- KU4.** safety and health policies and regulations for the workplace
- KU5.** how to assist sales function in designing and implementing business plan
- KU6.** service support clauses and marketing policies and procedures of the organisation

## Qualification Pack

- KU7.** how to prepare proposal documents and research reports on service offerings of OEM products
- KU8.** customer requirements and specific value deliverables related with OEM products
- KU9.** how to implement allocation of budgets for service offerings of OEM products
- KU10.** the competitive landscape including: competitors service marketing strategies pros and cons of the product vis--vis those offered by competitors

## Generic Skills (GS)

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

- GS1.** create documentation required on the job (reports of data collected, etc.)
- GS2.** prepare cost estimates of conducting market research
- GS3.** write in at least one language
- GS4.** read brochures and technical specifications of the product launched
- GS5.** read policies and regulations pertinent to the job
- GS6.** interact with the sales function to elicit information service offerings of OEM products
- GS7.** analyse the results of research conducted and evaluate best service offering for OEM products
- GS8.** plan work assigned on a daily basis
- GS9.** interact regularly with the sales function to have proper knowledge about the implementation of marketing plan
- GS10.** ensure that sales function has adopted marketing plan
- GS11.** ensure that the marketing research is done properly and is error free
- GS12.** handle unfavourable comparisons of the product with previous products
- GS13.** ensure that the marketing research is hurdle free
- GS14.** analyse unique points of conducting market research and implementing the marketing plan
- GS15.** 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>Ensure execution of service marketing deliverables</i>  |              |                 |               |            |
| <b>PC1..</b> liaison & coordinate between different functions to ensure proper flow of service process of the defined region               | 2            | 8               | -             | -          |
| <b>PC2..</b> assist sales function in designing and implementing business plan   | 3            | 8               | -             | -          |
| <b>PC3..</b> monitor and evaluate sales related activities of competitors  | 4            | 8               | -             | -          |
| <b>PC4. .</b> elucidate service support clauses to sales function and prepare proposal documents accordingly by helping the sales function | 4            | 8               | -             | -          |
| <b>PC5. .</b> understand customer requirements and specific value deliverables related with OEM products                                   | 4            | 7               | -             | -          |
| <b>PC6..</b> implement allocation of budgets for service offerings of OEM products and review their effectiveness                          | 3            | 8               | -             | -          |
| <b>PC7. .</b> interact with sales/ finance/ marketing function to ensure proper execution of service marketing plan                        | 3            | 7               | -             | -          |
| <b>PC8..</b> analyse effective implementation of incentive plans for proper implementation of promotions                                   | 4            | 8               | -             | -          |
| <b>PC9. .</b> analyse and evaluate feedback of customers regarding service delivery of OEM products  | 3            | 8               | -             | -          |
| <b>NOS Total</b>   | <b>30</b>    | <b>70</b>       | -             | -          |

## Qualification Pack

### National Occupational Standards (NOS) Parameters

|                            |                                  |
|----------------------------|----------------------------------|
| <b>NOS Code</b>            | ASC/N0702                        |
| <b>NOS Name</b>            | Implement the marketing plan     |
| <b>Sector</b>              | Automotive                       |
| <b>Sub-Sector</b>          | Automotive Vehicle Service (Oem) |
| <b>Occupation</b>          | Service Marketing                |
| <b>NSQF Level</b>          | 6                                |
| <b>Credits</b>             | TBD                              |
| <b>Version</b>             | 1.0                              |
| <b>Last Reviewed Date</b>  | 15/07/2013                       |
| <b>Next Review Date</b>    | 15/07/2015                       |
| <b>NSQC Clearance Date</b> |                                  |

## 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         | 15        |
| ASC/N0002.Work effectively in a team                             | 25           | 75              | -             | -          | 100         | 15        |
| ASC/N0003.Maintain a healthy,safe and secure working environment | 25           | 75              | -             | -          | 100         | 5         |
| ASC/N0005.Supervise and evaluate performance                     | 30           | 70              | -             | -          | 100         | 10        |

### Qualification Pack

| National Occupational Standards                      | Theory Marks | Practical Marks | Project Marks | Viva Marks | Total Marks | Weightage  |
|--|--------------|-----------------|---------------|------------|-------------|------------|
| ASC/N0701.Design and develop services marketing plan | 30           | 70              | -             | -          | 100         | 25         |
| ASC/N0702.Implement the marketing plan               | 30           | 70              | -             | -          | 100         | 30         |
| <b>Total</b>   | <b>165</b>   | <b>435</b>      | -             | -          | <b>600</b>  | <b>100</b> |

## Qualification Pack

### Acronyms

|             |   |
|-------------|---|
| <b>NOS</b>  | National Occupational Standard(s)               |
| <b>NSQF</b> | National Skills Qualifications Framework        |
| <b>QP</b>   | Qualifications Pack                             |
| <b>TVET</b> | Technical and Vocational Education and Training |



## Qualification Pack

### Glossary

|  |  |
|--|--|
| <b>Sector</b>                                | 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.  |
| <b>Sub-sector</b>                            | Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.   |
| <b>Occupation</b>                            | Occupation is a set of job roles, which perform similar/ related set of functions in an industry.  |
| <b>Job role</b>                              | Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.  |
| <b>Occupational Standards (OS)</b>           | 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. |
| <b>Performance Criteria (PC)</b>             | Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.  |
| <b>National Occupational Standards (NOS)</b> | NOS are occupational standards which apply uniquely in the Indian context.   |
| <b>Qualifications Pack (QP)</b>              | 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.   |
| <b>Unit Code</b>                             | Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'  |
| <b>Unit Title</b>                            | Unit title gives a clear overall statement about what the incumbent should be able to do.  |
| <b>Description</b>                           | 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.   |
| <b>Scope</b>                                 | 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.  |

## Qualification Pack

|   |  |
|---|--|
| <b>Knowledge and Understanding (KU)</b> | 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.   |
| <b>Organisational Context</b>           | 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.   |
| <b>Technical Knowledge</b>              | Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.   |
| <b>Core Skills/ Generic Skills (GS)</b> | 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. |
| <b>Electives</b>                        | 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.  |
| <b>Options</b>                          | 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.  |