

Qualification Pack



Marketing and Social Media manager

QP Code: ASC/Q1110

Version: 1.0

NSQF Level: 7

Automotive Skills Development Council || 153, Gr Floor, Okhla Industrial Area, Phase - III, Leela Building
New Delhi - 110020

Qualification Pack

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ASC/Q1110: Marketing and Social Media manager

Brief Job Description

A Marketing and Social Media Manager is responsible for designing and formulating branding and marketing activities of dealership in close coordination with the sales & marketing of OEM. Developing and executing market plans for the promotion of dealership which includes social media strategy are also part of this job role.

Personal Attributes

This job requires individuals to work in close coordination with the sales function & to have good understanding of the various customer segments and schemes for all range of vehicles with technical details, service schedules and process flow. Knowledge about marketing, branding, social media, advertising, statutory compliance and local market procedures & customer preferences, geographic nuances and sales peculiarities is also required. The individual should depict customer centricity in daily behavior and should ideally have excellent communication and presentation skills.

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/N1110: Develop and execute market plans for the promotion of dealership](#)

Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Sales Support
Country	India
NSQF Level	7
Aligned to NCO/ISCO/ISIC Code	NCO-2015/3322.1702

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Minimum Educational Qualification & Experience	12th Class OR Diploma (in any discipline)
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	On the job training
Minimum Job Entry Age	18 Years
Last Reviewed On	10/06/2013
Next Review Date	24/09/2021
Deactivation Date	24/09/2021
NSQC Approval Date	05/08/2015
Version	1.0
Reference code on NQR	2015/AUT/ASDC/01130
NQR Version	1.0

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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 / equipment's 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
Deactivation Date	NA
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

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
- KU6.** whether not meeting commitments, will have implications on individuals and the organisation

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- 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>	25	75	-	-
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
Deactivation Date	NA
NSQC Clearance Date	28/09/2015

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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>	25	75	-	-
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
Deactivation Date	NA
NSQF Clearance Date	20/07/2015

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ASC/N1110: Develop and execute market plans for the promotion of dealership

Description

This NOS unit is about a Marketing and Social Media Manager who handles development and execution of market plans for the promotion of dealership in close coordination with the OEM sales and marketing team. It also includes handling the various social media forums to promote the brand and gather customer insights

Scope

This unit/task covers the following:

- design and formulate complete branding and marketing activities of the dealership in close coordination with the Sales & marketing team of the OEM
- handle the various social media forums and manage the dealer website to promote the brand, gather customer insights and customer feedbacks

Elements and Performance Criteria

Design & manage the entire marketing activities including those through the social media

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

- PC1..** develop broad market plans across the territory of the dealer for the promotion of various vehicle brands and products communicating the new schemes as well
- PC2..** design incentive plans and framework for implementation of promotional activities
- PC3..** assist in assigning or allocating budgets for promotional activities
- PC4..** plan & implement various local promotional activities to achieve sales volume level in coordination with the marketing manager such as:- road shows mall activations exchange melas canopy promotions local contests loan melas promotional test-drives tie-ups with various body-builders (only in case of commercial vehicles) any other local activities jointly done with other agencies/ organization (banks & NBFCs) to push sales in rural / semi-urban areas
- PC5..** ensure proper execution of the designed marketing plan for maximising its effectiveness in close coordination of the oem sales and marketing team to convey an effective brand strategy
- PC6..** implement the overall social media strategy, coordinating with various internal stakeholders across the dealership and the oem sales & marketing team to ensure its effectiveness and encouraging adoption
- PC7..** design and formulate digital and social media strategy by coordinating with the entire sales team and would include the following : handling the various social media forums like Facebook, Twitter, You Tube etc. to promote the brand communicate the various latest schemes on these social media platforms for the new prospective buyers gather customer feedbacks from the existing customers on the various vehicle performance and service related aspects generate new leads from through the trending activities on the various social media platforms manage social media campaigns online advocacy, writing editorial, community-outreach efforts and promotions

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- PC8..** manage the websites (esp. for large dealers with multiple branches) and ensure an effective communication through the website : proper branding is done on the website and all latest schemes are put on the website handle the customers who would require a call back / have requested for a test drive through the website customer queries / suggestions are passed to relevant people in the organization for follow up
- PC9..** conduct and assist in market research surveys to gather customer insights which may help in effective segmentation of the prospective customers so that campaigns can be designed around them (for e.g. if the brand is being preferred by various corporates in the area, a special corporate scheme can be devised around it to push more sales)
- PC10..** search and finalise potential partner relationships for tie-ups for co-promotion (esp. for the co-branded partners like various malls, tyre companies, petrol pumps etc.)
- PC11..** track user feedback, customer satisfaction, dashboards and metrics to measure success and engagement of new and existing functionalities
- PC12..** liaise with admin, service, workshop and sales function of the dealership for smooth execution of the marketing plans

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures of the dealership for all the marketing related activities
- KU2.** standard operating procedures of the oem for all the marketing related activities
- KU3.** standard operating procedures of the oem related with the overall sales process and financing insurance and registration of the vehicles (as they could be a part of the overall brand communication)
- KU4.** promotions, discounts, freebies offered by the oem to either the end customer (to push secondary sales) or to the channel partner (dealer/ distributor to push primary sales)
- KU5.** documentation requirements for each procedure carried out as part of roles and responsibilities
- KU6.** process flow of pre and post market plan launch at the dealership
- KU7.** institutional and professional code of ethics and standards of practice
- KU8.** safety and health policies and regulations for the workplace as well as for automotive trade in general
- KU9.** the technical specifications of various oem vehicular products as well as those manufactured by the competitors
- KU10.** how to allocate funds across various product portfolio of the oem on marketing and brand building activities
- KU11.** how to conduct market research and surveys to analyse current trends in the market and develop counter strategies
- KU12.** the following appropriate local promotional activities required for attracting potential customers: road shows mall activations exchange melas canopy promotions local contests loan melas promotional test-drives tie-ups with various body-builders (only in case of commercial vehicles) any other local activities jointly done with other agencies/ organization (banks & NBFCs) to push sales in rural / semi-urban areas

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- KU13.** the competitive landscape including: vehicles (models/ variants) offered by competitors features & functions available in the competitor vehicle USP of the vehicle vis--vis those offered by competitors
- KU14.** price differentials with competitors products both in the same territory and that across the adjoining territory
- KU15.** in-depth knowledge and understanding of social media platforms like facebook, twitter, you tube etc. and their respective stakeholders
- KU16.** complete process flow for a business cycle of sales and services both
- KU17.** software or format used for sales and marketing presentations, reporting and surveys like ms powerpoint, mis and crm
- KU18.** public relation, marketing sales and community management experience etc.
- KU19.** statutory compliance of the government and legal aspects including local market procedures in the respective area
- KU20.** local customer preferences of that area and marketing peculiarities based on geographical nuances etc.

Generic Skills (GS)

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

- GS1.** create documentation required on the job (including reports, work sheets, etc.)
- GS2.** create regular marketing reports and updates on the competitor activities
- GS3.** create market research questionnaires and survey reports to capture customer insights
- GS4.** write in at least one local language
- GS5.** read & understand technical terminologies used in the automotive industry
- GS6.** maintain updated knowledge on the evolving trends cutting edge developments in the automotive industry
- GS7.** read the various trends available across various social media platforms
- GS8.** read policies and regulations pertinent to the job
- GS9.** read frameworks and design structures for various marketing related activities (like various documents which may be required for permissions to hold marketing events / activations)
- GS10.** read reports, presentations, targets and other details associated with business understandings
- GS11.** interact with the sales team of the dealership (including both front-end and back-end team) to plan & develop the overall marketing campaigns / activations and analyse the performance of the marketing campaigns on the overall sales numbers
- GS12.** interact with sales & marketing team of the oem to develop and monitor various brand promotion and marketing campaigns
- GS13.** interact with other function like service and administration in the ones own organisation
- GS14.** analyse the market potential for various models across the product portfolio to distribute the overall activity plan and marketing budget
- GS15.** take data-backed decisions for the marketing campaigns / activations through the various sales trends available for a particular micro-market

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- GS16.** decide on the overall locations where the marketing campaigns needs to be planned to get the maximum impact
- GS17.** decide on the response to various queries on the social media platforms basis the overall trend on the brand including the technical performance & service aspects
- GS18.** plan work according to the required schedule and location
- GS19.** plan and organise activities including various marketing activations / campaigns to achieve optimised effectiveness of the marketing plan
- GS20.** ensure that customers requirements and related trends are assessed and aligning market strategy is designed
- GS21.** clarify and solve all queries generated during the implementation of the marketing plan
- GS22.** handle all the situations generated due to improper execution of any marketing strategy
- GS23.** evaluate customer feedbacks and reviews for effectiveness of the marketing plan by ensuring proper checks and report them
- GS24.** ensure customer satisfaction and experience enhancements in all activities

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Design & manage the entire marketing activities including those through the social media</i>	25	75	-	-
PC1.. develop broad market plans across the territory of the dealer for the promotion of various vehicle brands and products communicating the new schemes as well	2	7	-	-
PC2.. design incentive plans and framework for implementation of promotional activities	2	7	-	-
PC3.. assist in assigning or allocating budgets for promotional activities	2	7	-	-
PC4.. plan & implement various local promotional activities to achieve sales volume level in coordination with the marketing manager such as:- road shows mall activations exchange melas canopy promotions local contests loan melas promotional test-drives tie-ups with various body-builders (only in case of commercial vehicles) any other local activities jointly done with other agencies/ organization (banks & NBFCs) to push sales in rural / semi-urban areas	2	6	-	-
PC5.. ensure proper execution of the designed marketing plan for maximising its effectiveness in close coordination of the oem sales and marketing team to convey an effective brand strategy	2	6	-	-
PC6.. implement the overall social media strategy, coordinating with various internal stakeholders across the dealership and the oem sales & marketing team to ensure its effectiveness and encouraging adoption	2	6	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC7.. design and formulate digital and social media strategy by coordinating with the entire sales team and would include the following : handling the various social media forums like Facebook, Twitter, You Tube etc. to promote the brand communicate the various latest schemes on these social media platforms for the new prospective buyers gather customer feedbacks from the existing customers on the various vehicle performance and service related aspects generate new leads from through the trending activities on the various social media platforms manage social media campaigns online advocacy, writing editorial, community-outreach efforts and promotions	3	6	-	-
PC8.. manage the websites (esp. for large dealers with multiple branches) and ensure an effective communication through the website : proper branding is done on the website and all latest schemes are put on the website handle the customers who would require a call back / have requested for a test drive through the website customer queries / suggestions are passed to relevant people in the organization for follow up	2	6	-	-
PC9.. conduct and assist in market research surveys to gather customer insights which may help ion effective segmentation of the prospective customers so that campaigns can be designed around them (for e.g. if the brand is being preferred by various corporates in the area, a special corporate scheme can be devised around it to push more sales)	2	6	-	-
PC10.. search and finalise potential partner relationships for tie-ups for co-promotion (esp. for the co-branded partners like various malls, tyre companies, petrol pumps etc.)	2	6	-	-
PC11.. track user feedback, customer satisfaction, dashboards and metrics to measure success and engagement of new and existing functionalities	2	6	-	-
PC12.. liaise with admin, service, workshop and sales function of the dealership for smooth execution of the marketing plans	2	6	-	-
NOS Total	25	75	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1110
NOS Name	Develop and execute market plans for the promotion of dealership
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Sales Support
NSQF Level	7
Credits	TBD
Version	1.0
Last Reviewed Date	10/06/2013
Next Review Date	10/06/2015
Deactivation Date	NA
NSQC Clearance Date	NA

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.

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7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Minimum Aggregate Passing % at QP Level : 75

(**Please note:** Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

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/N1110.Develop and execute market plans for the promotion of dealership	25	75	-	-	100	65
Total	100	300	-	-	400	100

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Acronyms

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

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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.