Assessment Evidence Guide

For

"Content Writer"

Level-2
Perform Basic Computer Installation
(Formative Assessment)

National Vocational & Technical

Training Commission

Instruction Sheet for the Candidate

Title of Qualification: National Vocational Certificate Level 2 in Digital Marketing (Content Writer)	CS Code:	Level:2	Version:01
Competency Standard Title: Perform Basic Computer Installation	**Assessment Date (DD/MM/YY):** **Assessment Time:**		

Candidate Details	Name: .... Registration/Roll Number:...

Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):**
	
	 Assessment Task 1: Candidate is required to install system software and upgrade it.
	
	 Assessment Task 2: Candidate is required to perform following tasks using operating system
	
	    i. Create a folder and rename it
	   ii. Copy/paste files
	  iii. Move folders/files to different location
	
	 Assessment Task 3: Candidate is required to install and uninstall MS Office and antivirus.
	
	 And complete:
	
	 1. **Knowledge assessment test (Written or Oral)**
	 2. **Portfolios at the time of assessment (if any)**

Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance Criteria 1: Prepare drive/partitions before OS installation. Performance Criteria 2: Format mass storage on a PC/computer. Performance Criteria 3: Perform Partitioning of hard drive Performance Criteria 4: Install operating system in the PC/computers according to given instructional manual. Performance Criteria 5: Troubleshoot installation errors Performance Criteria 6: Download and run windows/application patches

	Assessment Task 2 Performance Criteria 1: Create folders/directories Performance Criteria 2: Copy files, folder/ directories to different location (Hard drive, external storage, cloud) Performance Criteria 3: Move files, folder/ directories to different location (Hard drive, external storage, cloud) Performance Criteria 4: Rename files and directories/folder Performance Criteria 5: Search files / folder/directories against various search criterion (File name, date, text etc.) Performance Criteria 6: Perform task manager operations
	Assessment Task 3 Performance Criteria 1: Install application software in the PC/computers according to instruction manual. Performance Criteria 2: Trouble Shoot installation errors Performance Criteria 3: Update /upgrade application Software Performance Criteria 4: Uninstall application software
	Portfolios required at the time of assessment (if any) for

Assessors Judgment Guide

Candidate Details	Name: ....Registration/Roll Number: .... Candidate Signature:................................ ....
Assessment Outcome	COMPETENT☐ NOT YET COMPETENT☐ Name of the Assessor: ....Assessor's code:........................... Signature of the Assessor:... ....

Assessment Summary (to be filled by the assessor)							
Activity	**Method**					**Result**	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✔				
Knowledge Assessment	✔	✔					
Other Requirement							

Observation Checklist

Assessment Task 1	Description of Assessment Task 1			
	Candidate is required to install system software and upgrade it.			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks	
Prepare drive/partitions before OS installation.				
Format mass storage on a PC/computer.				
Perform Partitioning of hard drive				
Install operating system in the PC/computers according to given instructional manual.				
Troubleshoot installation errors				
Download and run windows/application patches				
Competent ☐	Not Yet Competent ☐			
Each Assessment Task (with performance criteria)				

Assessment Task 2	Description of Assessment Task 2			
	Candidate is required to perform following tasks using operating system i. Create a folder and rename it ii. Copy/paste files iii. Move folders/files to different location			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks	
Create folders/directories				
Copy files, folder/ directories to different location (Hard drive, external storage, cloud)				
Move files, folder/ directories to different location (Hard drive, external storage, cloud)				
Rename files and directories/folder				
Search files / folder/directories against various search criterion (File name, date, text etc.)				
Perform task manager operations				
Competent ☐	Not Yet Competent ☐			

Assessment Task 3		Description of Assessment Task 3			
		Candidate is required to install and uninstall MS Office and antivirus.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks	
1.	Install application software in the PC/computers according to instruction manual				
2.	Trouble Shoot installation errors				
3.	Update /upgrade application Software				
4.	Uninstall application software				
Competent ☐		Not Yet Competent ☐			

Knowledge Assessment

Title of Qualification:	CS Code:	Level:	Version:
National Vocational Certificate Level 2 in Digital Marketing (Content Writer)		2	01

Competency Standard Title:	Assessment Date (DD/MM/YY):
Perform Basic Computer Installation	**Assessment Time:** 30 min

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Candidate Details	Name: .... Registration/Roll Number: Candidate Signature:............................. ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor: ....Assessor's code: Signature of the Assessor: ....

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)	
1. Write any 02 Application software names?	
2. Why update/upgrade of antivirus is necessary?	
Write down the MS Word and Excel file extension.	

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)	
Define application software?	
The process of erasing the disk is called _____?	

ANSWER KEY

Sr.	Answers
1.	Presentation Software, Spreadsheet software, Database Software, Word Processing Software
2.	Because computers are regularly threatened by new viruses
3.	Microsoft word: .docx Microsoft excel: .xlsx
4.	A software that performs specific tasks for the end user
5.	Formatting

Assessment Evidence Guide

For

"Content Writer"

Level-2
Install and Configure Hardware Components/Peripheral Devices
(Formative Assessment)

National Vocational & Technical

Training Commission

Instruction Sheet for the Candidate

Title of Qualification: National Vocational Certificate Level 2 in Digital Marketing (Content Writer)	CS Code:	Level: 2	Version: 01
Competency Standard Title: Install and configure hardware components/peripheral devices	**Assessment Date (DD/MM/YY):** **Assessment Time:**		

Candidate Details	Name: .... Registration/Roll Number: ....
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to configure scanner, install its drivers and troubleshoot problems occur during installations. **And complete:** 1. **Knowledge assessment test (Written or Oral)** 2. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance Criteria 1: Configure hardware components / peripheral devices as per manuals. Performance Criteria 2: Select and install drivers. Performance Criteria 3: Perform functional test for the installed Hardware components / peripheral devices. Performance Criteria 4: Update/Upgrade device driver Performance Criteria 5: Detect hardware errors/problems. Performance Criteria 6: Identify solution of hardware errors. Performance Criteria 7: Execute the hardware trouble shooting.

Assessors Judgment Guide

(To be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: ....Registration/Roll Number: .... Candidate Signature:.............................. ....
Assessment Outcome	COMPETENT☐ NOT YET COMPETENT☐ Name of the Assessor: ....Assessor's code:........................... Signature of the Assessor:.. ....

Assessment Summary (to be filled by the assessor)							
Activity	**Method**					**Result**	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓				
Knowledge Assessment	✓	✓					
Other Requirement							

Observation Checklist

Assessment Task 1	Description of Assessment Task 1
	Candidate is required to configure scanner, install its drivers and troubleshoot problems occur during installations.

During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Configure hardware components / peripheral devices as per manuals.			
2.	Select and install drivers.			
3.	Perform functional test for the installed Hardware components / peripheral devices.			
4.	Update/Upgrade device driver			
5.	Detect hardware errors/problems.			
6.	Identify solution of hardware errors.			
7.	Execute the hardware trouble shooting.			
Competent ☐		Not Yet Competent ☐		

Knowledge Assessment

Title of Qualification:	CS Code:	Level:	Version:
National Vocational Certificate Level 2 in Digital Marketing (Content Writer)		2	01
Competency Standard Title:	**Assessment Date (DD/MM/YY):**		
Install and configure hardware components/peripheral devices	**Assessment Time:**30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Candidate Details	Name: ....Registration/Roll Number: Candidate Signature:............................ ....
Written Assessment Outcome	COMPETENT☐ NOT YET COMPETENT☐ Name of the Assessor: ....Assessor's code: Signature of the Assessor: ....

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)	
1. Write any three main parts of hardware in CPU?	
2. Define microprocessor.	
3. If sound is not coming from speaker, then which component you will check?	
4. What is the function of RAM?	
5. What is the purpose of option "Device Manager" in window software?	

ANSWER KEY

Sr.	Answers
1.	RAM, CD-ROM, Mother board, Network Card (NIC), Processor
2.	An integrated circuit that contains all the functions of CPU of a computer
3.	Sound Card and its driver
4.	RAM is used to store data on short-term basis.
5.	It displays a graphical view of the hardware that is installed on the computer

Assessment Evidence Guide

For

"Content Writer"

Level-2
Prepare Office Documents
(Formative Assessment)

National Vocational & Technical

Training Commission

Instruction Sheet for the Candidate

Title of Qualification: National Vocational Certificate Level 2 in Digital Marketing (Content Writer)	CS Code:	Level: 2	Version: 01
Competency Standard Title: Prepare office documents	**Assessment Date (DD/MM/YY):** **Assessment Time:**		

Candidate Details	Name: .... Registration/Roll Number: ....

Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):**
	
	 Assessment Task 1: Candidate is required to compose a formatted CV using word processing software.
	
	 Assessment Task 2: Candidate is required to prepare a detailed marks sheet for the whole class and calculate the following:
	
	    i. Average marks of any two subjects
	    ii. Total marks and percentage of every student
	
	 Assessment Task 3: Candidate is required to prepare a presentation on any topic fulfilling the following requirements
	
	    i. More than 5 slides
	    ii. Pictures and graphs
	    iii. Animation
	    iv. Clipart
	    v. Hyperlink with external files
	    vi. Bullets and Page number
	
	 Assessment Task 4: Candidate is required to convert Word file to pdf using any online file conversion tool.
	
	 And complete:
	
	 1. **Knowledge assessment test (Written or Oral)**
	 2. **Portfolios at the time of assessment (if any)**

Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance Criteria 1: Create new document / open word document Performance Criteria 2: Save document Performance Criteria 3: Set page Layout Performance Criteria 4: Perform basic Formatting (text, paragraph, page) Performance Criteria 5: Perform insert operation (picture, shapes, charts, tables, smart art, clip art, hyperlinks, page numbers, header/footers, bullets/numbering, columns) in the word document Performance Criteria 6: Check the spellings in the word file through dictionary Performance Criteria 7: Print document
	Assessment Task 2 Performance Criteria 1: Create / open Spread Sheet Performance Criteria 2: Save Spreadsheet Performance Criteria 3: Set page Layout Performance Criteria 4: Perform basic Formatting Performance Criteria 5: Perform insert operation (picture, charts, smart art, clip art, hyperlinks, page numbers, header/footers, bullets / numbering) in the spread sheet Performance Criteria 6: Insert / use arithmetic functions/formulas Performance Criteria 7: Print Spreadsheet.
	Assessment Task 3 Performance Criteria 1: Create / open presentation Performance Criteria 2: Save presentation Performance Criteria 3: Set page Layout Performance Criteria 4: Perform basic Formatting Performance Criteria 5: Perform insert operation (slides, picture, shapes, charts, tables, smart art, clip art, hyperlinks, page numbers, bullets/numbering) in the presentation. Performance Criteria 6: Select various template designs Performance Criteria 7: Apply animation to slides Performance Criteria 8: Check the spellings in the presentation through available dictionary Performance Criteria 9: Run presentation Performance Criteria 10: Print presentation

	Assessment Task 4 Performance Criteria 1: Identify file conversion software Performance Criteria 2: Convert files into different formats Performance Criteria 3: Use online convertor to give a practical demonstration

Assessors Judgment Guide

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature:.............................. ....
Assessment Outcome	COMPETENT☐ NOT YET COMPETENT☐ Name of the Assessor: .... Assessor's code: .... Signature of the Assessor: ....

Assessment Summary (to be filled by the assessor)							
Activity	**Method**					**Result**	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓				
Knowledge Assessment	✓	✓					
Other Requirement							

Observation Checklist

Each Assessment Task (with performance criteria)				
Assessment Task 1	**Description of Assessment Task 1** Candidate is required to compose a formatted CV using word processing software.			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks	
1. Create new document / open word document				
2. Save document				
3. Set page Layout				
4. Perform basic Formatting (text, paragraph, page)				
5. Perform insert operation (picture, shapes, charts, tables, smart art, clip art, hyperlinks, page numbers, header/footers, bullets/numbering, columns) in the word document				
6. Check the spellings in the word file through dictionary				
7. Print document				
Competent ☐	Not Yet Competent ☐			

Assessment Task 2	Description of Assessment Task 2
	Candidate is required to prepare a detailed marks sheet for the whole class and calculate the following: i. Average marks of any two subjects ii. Total marks and percentage of every student

During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Create / open Spread Sheet			
2.	Save Spreadsheet			
3.	Set page Layout			
4.	Perform basic Formatting			
5.	Perform insert operation (picture, charts, smart art, clip art, hyperlinks, page numbers, header/footers, bullets / numbering) in the spread sheet			
6.	Insert / use arithmetic functions/formulas			
7.	Print Spreadsheet.			
Competent ☐		Not Yet Competent ☐		

Assessment Task 3	Description of Assessment Task 3
	Candidate is required to prepare a presentation on any topic fulfilling the following requirements
	i. More than 5 slides ii. Pictures and graphs iii. Animation iv. Clipart v. Hyperlink with external files vi. Bullets and Page number

During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Create / open presentation			
2.	Save presentation			
3.	Set page Layout			
4.	Perform basic Formatting			
5.	Perform insert operation (slides, picture, shapes, charts, tables, smart art, clip art, hyperlinks, page numbers, bullets/numbering) in the presentation.			
6.	Select various template designs			
7.	Apply animation to slides			
8.	Check the spellings in the presentation through available dictionary			
9.	Run presentation			
10.	Print presentation			

Competent ☐ | Not Yet Competent ☐

Assessment Task 4	Description of Assessment Task 4
	Candidate is required to convert Word file to pdf using any online file conversion tool.

During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Identify file conversion software			
2.	Convert files into different formats			
3.	Use online convertor to give a practical demonstration			

Competent ☐ | Not Yet Competent ☐

Knowledge Assessment

Title of Qualification:	CS Code:	Level:	Version:
National Vocational Certificate Level 2 in Digital Marketing (Content Writer)		2	01

Competency Standard Title:	Assessment Date (DD/MM/YY):
Prepare office documents	**Assessment Time:**30 min

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

candidate Details	Name:..Registration/Roll Number: Candidate Signature:.............................. ....
Written Assessment Outcome	COMPETENT☐ NOT YET COMPETENT☐ Name of the Assessor: ....Assessor's code: Signature of the Assessor:... ....

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)	
1. 1. Write any three software commonly used for office work?	
2. Which software can be used for preparing presentation?	
3. Extension file ".docx" is used for which drafting application.	
4. Which drafting application you will choose to make your CV.	

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)	
5. Can you copy Excel table in word or Power point?	

ANSWER KEY

Sr.	Answers
1.	Microsoft Word, Microsoft Excel, PowerPoint
2.	PowerPoint, Canva and Google Slides.
3.	MS Word, Google docs
4.	MS Word
5.	Yes

Assessment Evidence Guide

For

"Digital Marketing"

Level-2
Develop Vocabulary
(Formative Assessment)

15-19 Sep 2020

National Vocational & Technical

Training Commission

Title of Qualification: National Vocational qualification Level-2 in Digital Marketing (Content Writer) Content Writer	CS Code:	Level: 2	Version: 01
Competency Standard Title: Develop Vocabulary	**Assessment Date (DD/MM/YY):**		
	Assessment Time:		

Candidate Details	Name: .... Registration/Roll Number: ....
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to a) Create a word bank regarding a marketing segment (fashion, automobile, cell phone, etc.). b) Identify synonyms and opposites for highlighted from a paragraph (Sample paragraphs are attached in ANNEX-I and ANNEX-II) assigned by assessor, as per given instructions. **And complete:** 3. **Knowledge assessment test (Written or Oral)** 4. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance Criteria 1: Use e-dictionary Performance Criteria 2: Develop word bank Performance Criteria 3: Practice words as per requirement Performance Criteria 4: Identify synonyms Performance Criteria 5: Identify opposites
	Portfolios required at the time of assessment (if any) for

Continued on following page

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature:.................................... ....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code: .... Signature of the Assessor:.................................... ....

Assessment Summary (to be filled by the assessor)							
Activity	**Method**					**Result**	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✔				
Knowledge Assessment	✔	✔					
Other Requirement							

Each Assessment Task (with performance criteria)	

Assessment Task 1	**Description of assessment task 1**
	Candidate is required to
	  a) Create a word bank regarding a marketing segment (fashion, automobile, cell phone, etc.).
	  b) Identify synonyms and opposites for highlighted from a paragraph (Sample paragraphs are attached in ANNEX-I and ANNEX-II)
	assigned by assessor, as per given instructions.

During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Use e-dictionary			
2	Develop word bank			
3	Practice words as per requirement			
4	Identify synonyms			
5	Identify opposites			
Competent ☐		Not Yet Competent ☐		

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-2 in Digital Marketing (Content Writer)	CS Code:	Level: 2	Version: 01
Competency Standard Title: Develop Vocabulary	**Assessment Date (DD/MM/YY):** **Assessment Time:**30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:.. Registration/Roll Number: Candidate Signature:.................................... ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................. Assessor's code: Signature of the Assessor:... ....

Title of Qualification: National Vocational qualification Level-2 in Digital Marketing (Content Writer)	CS Code:	Level: 2	Version:01
Competency Standard Title: Develop Vocabulary	**Assessment Date (DD/MM/YY):** **Assessment Time:** 30 min		

WRITTEN ASSESSMENT

Question	Candidate's answer
1. How to build vocabulary?	

Question	Candidate's answer
2. Vocabulary key elements?	
3. How to get synonyms and opposites?	
4. How many times to practice words?	
5. What is e-dictionary and How to use it?	
6. Why use dictionary?	

ANSWER KEY

Sr.	Answers
1.	Using Word bank
2.	Journal of new words
3.	Using the thesaurus, you can look up synonyms (different words with the same meaning) and antonyms (words with the opposite meaning). Tip: In the desktop versions of Word, PowerPoint, and Outlook, you can get a quick list of synonyms by right-clicking a word and choosing Synonyms.
4.	Basically, these studies suggest that the number of repetitions needed to learn a word is about **10-15 times**, with lots of variation
5.	Two types of dictionaries: a) Offline e-dictionary b) Online e-dictionary Enter your keyword and search accordingly.
6.	For word bank, making paragraph

Assessment Evidence Guide

For

"Digital Marketing"

Level-2

Compose Paragraph

(Formative Assessment)

15-19 Sep 2020

National Vocational & Technical

Training Commission

Title of Qualification: National Vocational qualification Level-2 in Digital Marketing (Content Writer) Digital Marketing (Content Writer)	CS Code:	Level: 2	Version: 01
Competency Standard Title: Compose Paragraph	**Assessment Date (DD/MM/YY):**		
	Assessment Time:		

Candidate Details	Name: .... Registration/Roll Number:...
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** 5. **Assessment Task 1:** Candidate is required to compose a paragraph for a social media platform assigned by the assessor. **And complete:** 6. **Knowledge assessment test (Written or Oral)** 7. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance Criteria 1: Include topic sentences, supporting details and concluding sentences in the composed document Performance Criteria 2: Identify the paragraphs in terms of unity and variation Performance Criteria 3: Use sentences with different synonyms Performance Criteria 4: Implement uniformity in the paragraph Performance Criteria5: Rearrange the sentence if necessary Performance Criteria 6: Proofread for any grammatical mistakes Performance Criteria 7: Finalize the content
	Portfolios required at the time of assessment (if any) for

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature: ....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:.......................... Assessor's code: .... Signature of the Assessor: ....

Assessment Summary (to be filled by the assessor)							
Activity	**Method**					**Result**	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✔				
Knowledge Assessment	✔	✔					
Other Requirement							

Each Assessment Task (with performance criteria)		
Assessment Task 1		**Description of assessment task 1** Candidate is required to compose a paragraph for a social media platform assign by assessor.
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks

	During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks
1	Include topic sentences, supporting details and concluding sentences in the composed document			
2	Identify the paragraphs in terms of unity and variation			
3	Use sentences with different synonyms			
4	Implement uniformity in the paragraph			
5	Rearrange the sentence if necessary			
6	Proofread for any grammatical mistakes			
7	Finalize the content			
Competent ☐		Not Yet Competent ☐		

Title of Qualification: National Vocational qualification Level-2 in Digital Marketing (Content Writer)	CS Code:	Level: 2	Version: 01
Competency Standard Title: Compose Paragraph	**Assessment Date (DD/MM/YY):** **Assessment Time:**30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: Candidate Signature: ....

Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:.......................... Assessor's code: Signature of the Assessor: ....

Title of Qualification: National Vocational qualification Level-2 in Digital Marketing (Content Writer)	CS Code:	Level: 2	Version:01
Competency Standard Title: Compose Paragraph	**Assessment Date (DD/MM/YY):** **Assessment Time:** 30 min		

WRITTEN ASSESSMENT

Question	Candidate's answer
1. Define paragraph structure?	
2. Writing standards?	
3. How to follow writing standards?	
4. How to Review draft point?	
5. How to check sentence structure?	

Question	Candidate's answer
6. Write the name of any tool to check composition of a paragraph?	

ANSWER KEY

Sr.	Answers
1.	Paragraph layout, and paragraph different types
2.	Make sample paragraph
3.	Research and find support details
4.	Read the paragraph 2-3 times
5.	Check and avoid repetition of same paragraphs
6.	MS Word, Grammarly, Ginger,

Assessment Evidence Guide

For

"Digital Marketing"

Level-2
Compose Emails Content
(Formative Assessment)

15-19 Sep 2020

National Vocational & Technical

Training Commission

Title of Qualification:	CS Code:	Level: 2	Version: 01
National Vocational qualification Level-2 in Digital Marketing (Content Writer) Content Writer			

Competency Standard Title:	Assessment Date (DD/MM/YY):
Compose emails content	
	Assessment Time:

Candidate Details	Name: .... Registration/Roll Number:..
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to create an e-mail account and compose a business or marketing on the platform assigned by assessor. **And complete:** 1. **Knowledge assessment test (Written or Oral)** 2. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance Criteria 1: Demonstrate the steps for setting up an email account Performance Criteria 2: Identify errors while configuring an email account Performance Criteria 3: Secure Email ID by setting up powerful password Performance Criteria 4: Use of Inbox, Outbox/Sent, Trash/Junk, Spam, Draft folders Performance Criteria 5: Identify the difference between sender's and receiver's address Performance Criteria 6: Identify the difference between sender's address and receiver's address Performance Criteria 7: Write the subject of the email Performance Criteria 8: Compose the email
	Portfolios required at the time of assessment (if any) for

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature:.................................... ....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................. Assessor's code: .... Signature of the Assessor:.. ....

Assessment Summary (to be filled by the assessor)							
Activity	**Method**					**Result**	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✔				
Knowledge Assessment	✔	✔					
Other Requirement							

Each Assessment Task (with performance criteria)				
Assessment Task 1		**Description of assessment task 1** Candidate is required to create an e-mail account and compose a business or marketing on the platform assigned by assessor.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Demonstrate the steps for setting up an email account			
2	Identify errors while configuring an email account			
3	Secure Email ID by setting up powerful password			
4	Use of Inbox, Outbox/Sent, Trash/Junk, Spam, Draft folders			
5	Identify the difference between sender's and receiver's address			
6	Identify the difference between sender's address and receiver's address			
7	Write the subject of the email			
8	Compose the email			
Competent ☐		Not Yet Competent ☐		

Knowledge Assessment

Title of Qualification: **Blogger** National Vocational qualification Level-2 in Digital Marketing (Content Writer)	CS Code:	Level: 2	Version: 01
Competency Standard Title: Compose email content / Newsletter	**Assessment Date (DD/MM/YY):** **Assessment Time:** 30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:.. Registration/Roll Number: Candidate Signature:.................................... ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code: Signature of the Assessor:... ....

Title of Qualification: National Vocational qualification Level-2 in Digital Marketing (Content Writer)	CS Code:	Level: 2	Version:01
Competency Standard Title: Compose email content / Newsletter	**Assessment Date (DD/MM/YY):** **Assessment Time:** 30 min		

WRITTEN ASSESSMENT

Question	Candidate's answer
1. What are the major Email platforms?	
2. How to setup email account?	
3. How to compose email?	
4. How to setup two-factor authentication?	
5. How to configure email account?	

ANSWER KEY

Sr.	Answers
1.	Gmail, Microsoft Outlook

2.	Steps for sign up
3.	Click on compose email and make an email
4.	Add a recovery phone and email address
5.	Updates, promotions and configuration tour

Assessment Evidence Guide

For

"Digital Marketing"

Level-2
Create BLOG
(Formative Assessment)

15-19 Sep 2020

National Vocational & Technical

Training Commission

Title of Qualification: National Vocational qualification Level-2 in Digital Marketing (Content Writer)	CS Code:	Level: 2	Version: 01
Competency Standard Title: Create BLOG	**Assessment Date (DD/MM/YY):** **Assessment Time:**		

Candidate Details	Name: .... Registration/Roll Number:...
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to enlist differences between the features of any 2 different blogging platforms assigned by assessor. **Assessment Task 2:** Candidate is required to create a blog on the platform assigned by assessor. **And complete:** 1. **Knowledge assessment test (Written or Oral)** 2. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance Criteria 1: Search different Blogging platforms like Blogger, WordPress, WIX, Tumblr etc. Performance Criteria 2: Compare features of Blogging platforms including free and paid. Performance Criteria 3: Select platform for blog creation.
	Assessment Task 2 Performance Criteria 1: Sign-up for the selected Blogging platform Performance Criteria 2: Create new Blog Performance Criteria 3: Set name / title of the Blog Performance Criteria 4: Check availability of the Blog name Performance Criteria 5: Set up description of the Blog Performance Criteria 6: Use images for the Blog like logo Performance Criteria 7: Edit Blog information

	Portfolios required at the time of assessment (if any) for

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature: ....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:.......................... Assessor's code: .... Signature of the Assessor: ....

Assessment Summary (to be filled by the assessor)							
Activity	**Method**					**Result**	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✔				
Knowledge Assessment	✔	✔					
Other Requirement							

Each Assessment Task (with performance criteria)				
Assessment Task 1	**Description of assessment task 1** Candidate is required to enlist differences between the features of any 2 different blogging platforms assigned by assessor.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Search different Blogging platforms like Blogger, WordPress, WIX, Tumblr etc.			
2	Compare features of Blogging platforms including free and paid.			
3	Select platform for blog creation.			
Competent ☐		Not Yet Competent ☐		

Assessment Task 2		Description of assessment task 2			
		Candidate is required to create a blog on the platform assigned by assessor.			
During the practical assessment, candidate demonstrated the following:			Yes	No	Remarks
1	Sign-up for the selected Blogging platform				
2	Create new Blog				
3	Set name / title of the Blog				
4	Check availability of the Blog name				
5	Set up description of the Blog				
6	Use images for the Blog like logo				
7	Edit Blog information				
Competent ☐		Not Yet Competent ☐			

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-2 in Digital Marketing (Content Writer)	CS Code:	Level: 2	Version: 01
Competency Standard Title: Create Blog	**Assessment Date (DD/MM/YY):** **Assessment Time:** 30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: Candidate Signature: ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:........................... Assessor's code: Signature of the Assessor:.................................. ....

Title of Qualification: National Vocational qualification Level-2 in Digital Marketing (Content Writer)	CS Code:	Level: 2	Version:01
Competency Standard Title: Create Blog	**Assessment Date (DD/MM/YY):** **Assessment Time:** 30 min		

WRITTEN ASSESSMENT

Question	Candidate's answer
1. What are the major Blogging platforms?	

Question	Candidate's answer
2. How to decide blogging platform?	
3. How to explore blogging platforms	
4. How to create blog?	
5. What are the Key elements of blog?	

ANSWER KEY

Sr.	Answers
1.	WordPress, Wix, Blogger
2.	Depends on niche market
3.	Blog features, pages, navigation
4.	Sign up for the blog platform
5.	Description, links, image, title, video