

**Assessment Evidence Guide**  
**For**  
**“Digital Marketing”**

**Level-4**  
**(Part-I)**  
**(Summative Assessment)**

*18 Oct 2019*



**National Vocational & Technical**  
**Training Commission**

<b>Title of Qualification:</b> National Vocational qualification Level-4 in Digital Marketing (Senior Digital Marketer (Part 1))	CS Code:	Level: 4 (Part-I)	Version: 01
<b>Competency Standard Title:</b> <ul style="list-style-type: none"> <li>• Manage Mobile Marketing</li> <li>• Configure Blog</li> <li>• Manage Facebook Page Advanced Posting</li> <li>• Manage Facebook Group Settings</li> </ul>	<b>Assessment Date (DD/MM/YY):</b>  <b>Assessment Time: 5 hrs.</b>		

Candidate Details	Name: .....  Registration/Roll Number:.....
Guidance for Candidate	<p><b>To meet this standard, you are required to complete the following within the given time frame (for practical demonstration &amp; assessment):</b></p> <p><b>Assessment Task 1:</b> Candidate is required to perform a product research, configure blog and set-up mobile marketing campaign according to given instructions using appropriate tools/techniques (Google trends, Google keyword planner, Ali express, watch count, etc.)</p> <p><b>Assessment Task 2:</b> Candidate is required to manage advance posting (check-in / live video streaming / Feeling/ Activity/ Job Announcement) of a Facebook page and perform advance settings of Facebook Group according to the given instructions.</p> <p><b>And complete:</b></p> <ol style="list-style-type: none"> <li>1. Knowledge assessment test (Written or Oral)</li> <li>2. Portfolios at the time of assessment (if any)</li> </ol>
Minimum Evidence Required	<p><b>During a practical assessment, under observation by an assessor, you will complete:</b></p> <p><b>Assessment Task 1</b></p> <p>Performance criteria 1: Configure menus  Performance criteria 2: Develop Pages  Performance criteria 3: Create posts  Performance criteria 4: Manage Media  Performance criteria 5: Generate Links, permalinks  Performance criteria 6: Configure Comments and trackbacks  Performance criteria 7: Customize Themes and Appearance  Performance criteria 8: Configure Plugins  Performance criteria 9: Configure Tools  Performance criteria 10: Configure security and privacy settings  Performance criteria 11: Configure messaging mobile marketing app according to requirement  Performance criteria 12: Perform local SMS marketing using different channels  Performance criteria 13: Create google play console profile  Performance criteria 14: Configure setting for app publishing on google play console  Performance criteria 15: Troubleshoot errors and warnings during app installation and configuration  Performance criteria 16: Configure App Store (Google, Apple etc.)  Performance criteria 17: Execute ASO Strategy</p>

	<p>Performance criteria 18: Monitor ASO</p> <p><b>Assessment Task 2</b></p> <p>Performance Criteria 1: Create post with following options</p> <ul style="list-style-type: none"> <li>➤ designing</li> <li>➤ tagging</li> <li>➤ scheduling</li> </ul> <p>Performance Criteria 2: Configure post with following button (CTA) options</p> <ul style="list-style-type: none"> <li>➤ WhatsApp</li> <li>➤ Facebook messages</li> <li>➤ call</li> </ul> <p>Performance Criteria 3: Create check-in post / live video streaming / Feeling/ Activity / Job Announcement</p> <p>Performance Criteria 4: Manage Group type (General, Buy &amp; Sell, Gaming, Social Learning, Work and Jobs)</p> <p>Performance Criteria 5: Set Badges and manage group members</p> <p>Performance Criteria 6: Write group description</p> <p>Performance Criteria 7: Enter Tags</p> <p>Performance Criteria 8: Integrate social media profiles</p> <p>Performance Criteria 9: Set web address/user name for the group</p> <p>Performance Criteria 10: Set privacy of the group (private, public)</p> <p>Performance Criteria 11: Set visibility of the group (hidden or visible)</p> <p>Performance Criteria 12: Add Group Sections (Mentorship, Social Learning Units, Jobs, Watch Party etc.)</p> <p>Performance Criteria 13: Manage post and membership approvals</p> <p>Performance Criteria 14: Manage keywords alerts</p>
	<p><b>Portfolios required at the time of assessment (if any) for</b></p> <p>Performance Criteria 1: Diary log or any other evidence of work completed on manage mobile marketing</p> <p>Performance Criteria 2: Diary log or any other evidence of work completed on configure blog</p> <p>Performance Criteria 3: Diary log or any other evidence of work completed on manage Facebook page advanced posting</p> <p>Performance Criteria 4: Diary log or any other evidence of work completed on manage Facebook group settings</p>

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Each Assessment Task (with performance criteria)				
Assessment Task 1		Description of assessment task 1		
		Candidate is required to perform a product research, configure blog and set-up mobile marketing campaign according to given instructions using appropriate tools/techniques (Google trends, Google keyword planner, Ali express, watch count, etc.)		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Configure menus			
2	Develop Pages			
3	Create posts			
4	Manage Media			
5	Generate Links, permalinks			
6	Configure Comments and trackbacks			
7	Customize Themes and Appearance			
8	Configure Plugins			
9	Configure Tools			
10	Configure security and privacy settings			
11	Configure messaging mobile marketing app according to requirement			
12	Perform local SMS marketing using different channels			
13	Create google play console profile			
14	Configure setting for app publishing on google play console			
15	Troubleshoot errors and warnings during app installation and configuration			
16	Configure App Store (Google, Apple etc.)			
17	Execute ASO Strategy			
18	Monitor ASO			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

<b>Assessment Task 2</b>		<b>Description of assessment task 2</b>		
		Candidate is required to manage advance posting (check-in / live video streaming / Feeling/ Activity/ Job Announcement) of a Facebook page and perform advance settings of Facebook Group according to the given instructions.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Create post with following options <ul style="list-style-type: none"> <li>➤ designing</li> <li>➤ tagging</li> <li>➤ scheduling</li> </ul>			
2	Configure post with following button (CTA) options <ul style="list-style-type: none"> <li>➤ WhatsApp</li> <li>➤ Facebook messages</li> <li>➤ call</li> </ul>			
3	Create check-in post / live video streaming / Feeling/ Activity / Job Announcement			
4	Manage Group type (General, Buy & Sell, Gaming, Social Learning, Work and Jobs)			
5	Set Badges and manage group members			
6	Write group description			
7	Enter Tags			
8	Integrate social media profiles			
9	Set web address/user name for the group			
10	Set privacy of the group (private, public)			
11	Set visibility of the group (hidden or visible)			
12	Add Group Sections (Mentorship, Social Learning Units, Jobs, Watch Party etc.)			
13	Manage post and membership approvals			
14	Manage keywords alerts			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

<b>Portfolio</b>		<b>Description of Portfolio</b> Candidate is required to present a portfolio including:		
Current <input type="checkbox"/>	Sufficient <input type="checkbox"/>	Authentic <input type="checkbox"/>	Valid <input type="checkbox"/>	Reliable <input type="checkbox"/>
Portfolio meet the following performance standards:		Yes	No	Remarks
1	Diary log or any other evidence of work completed on manage mobile marketing			
2	Diary log or any other evidence of work completed on configure blog			
3	Diary log or any other evidence of work completed on manage Facebook page advanced posting			
4	Diary log or any other evidence of work completed on manage Facebook group settings			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		



## WRITTEN ASSESSMENT

Question	Candidate's answer
1. How can we check Facebook Group Statistics?	From "Group Insights" option.
2. How to find search volume of a product	Using google keyword planner tool
3. What search query we use to find competitors on google.	Site: shopify.com "product name"
4. How to set "post name" permalink	Login to your admin panel and click settings and then click permalink and from there select post name.
5. How to add new plugin	login to your admin panel and click plugin and then click on add new plugin
6. How many roles are there in a Group. Name them.	There are three Roles. a) Members b) Moderators c) Admins
7. How can we enable Post Approval feature in a Facebook Group?	Under the Edit Group Settings, go to Post Approval Section and check the option of "All group posts must be approved by an admin or moderator".
8. What is special about the groups set as "Secret".	Secret groups cannot be searched on facebook and are invisible to other facebook users.
9. What are the types of Group based on permissions	Public Closed Secret
10. Name different types of Posts we can make in Facebook?	Regular Post Offer Job

<b>Question</b>	<b>Candidate's answer</b>
11. Explore any two mobile marketing strategy	Hyperlocal targeting Augmented reality Vertical video and animations Target Bing and Yahoo users Voice search optimisation User-generated content campaigns