

## Instruction Sheet for the Candidate

<b>Qualification</b>	Blogger ( <b>Mobile App, Web &amp; Game Development</b> )
<b>Competency Standard</b>	Identify your niche (Food, Traveling Fashion, Automobile etc.)
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name_____
	Registration/Roll Number_____
<b>Guidance for Candidate</b>	<p><b>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration &amp; assessment):</b></p> <ul style="list-style-type: none"> <li>• Research on topic</li> <li>• Filter the researched topics</li> <li>• Find your competitors</li> <li>• Perform competitive analysis</li> </ul>
<b>Time: 03 Hrs.</b>	During a practical assessment, under observation by an assessor, you are required to
<b>Minimum Evidence Required</b>	<p><b>Research on topic</b></p> <ol style="list-style-type: none"> <li>1. Search for top blogging topics on search engines (Google, Yahoo etc.) and market places (Flippa, Sedo etc.)</li> <li>2. Select area of interest</li> </ol> <p><b>Filter the researched topics</b></p> <ol style="list-style-type: none"> <li>1. Classify the researched niches based on different criteria, like personal liking, social norms, demographics, etc.</li> <li>2. Select most appropriate class of niche among them.</li> </ol> <p><b>Find competitors</b></p> <ol style="list-style-type: none"> <li>1. Search local competitors within the niche.</li> <li>2. Search global competitors within the niche.</li> <li>3. Find out the work of competitors in local and international market</li> </ol> <p><b>Perform competitive analysis</b></p> <ol style="list-style-type: none"> <li>1. Compile the attributes of work done by the competitors</li> <li>2. Identify the competitive edge</li> <li>3. Find cost per click (CPC) using Google keyword planner</li> <li>4. Find Keyword Difficulty (KD) level using Google keyword planner</li> </ol>

## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	Blogger ( <b>Mobile App, Web &amp; Game Development</b> )
<b>Competency Standard</b>	Identify your niche (Food, Traveling Fashion, Automobile etc.)
<b>Purpose of Assessment</b>	Formative Assessment
<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>• Research on topic</li> <li>• Filter the researched topics</li> <li>• Find your competitors</li> <li>• Perform competitive analysis</li> </ul>

I can.....

<b>Performance Criteria</b>	<b>Yes</b>	<b>No</b>
1. Search for top blogging topics on search engines (Google, Yahoo etc.) and market places (Flippa, Sedo etc.)	<input type="checkbox"/>	<input type="checkbox"/>
2. Select area of interest	<input type="checkbox"/>	<input type="checkbox"/>
3. Filter the researched topics	<input type="checkbox"/>	<input type="checkbox"/>
4. Classify the researched niches based on different criteria, like personal liking, social norms, demographics, etc.	<input type="checkbox"/>	<input type="checkbox"/>
5. Select most appropriate class of niche among them.	<input type="checkbox"/>	<input type="checkbox"/>
6. Find competitors	<input type="checkbox"/>	<input type="checkbox"/>
7. Search local competitors within the niche.	<input type="checkbox"/>	<input type="checkbox"/>
8. Search global competitors within the niche.		
9. Find out the work of competitors in local and international market	<input type="checkbox"/>	<input type="checkbox"/>
10. Perform competitive analysis	<input type="checkbox"/>	<input type="checkbox"/>
11. Compile the attributes of work done by the competitors	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature \_\_\_\_\_ Assessor's Signature \_\_\_\_\_

Date: \_\_\_\_\_



## Observation Checklist

<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>Research on topic</li> <li>Filter the researched topics</li> <li>Find your competitors</li> <li>Perform competitive analysis</li> </ul>			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	Search for top blogging topics on search engines (Google, Yahoo etc.) and market places (Flippa, Sedo etc.)			
2.	Select area of interest			
3.	Filter the researched topics			
4.	Classify the researched niches based on different criteria, like personal liking, social norms, demographics, etc.			
5.	Select most appropriate class of niche among them.			
6.	Find competitors			
7.	Search local competitors within the niche.			
8.	Search global competitors within the niche.			
9.	Find out the work of competitors in local and international market			
10.	Perform competitive analysis			
11.	Compile the attributes of work done by the competitors			
<b>Competent</b> <input type="checkbox"/>		<b>Not Yet Competent</b> <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	Blogger ( <b>Mobile App, Web &amp; Game Development</b> )
<b>Competency Standard</b>	Identify your niche (Food, Traveling Fashion, Automobile etc.)
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
<b>Assessment Outcome</b>	<p><b>COMPETENT</b> <input type="checkbox"/>                      <b>NOT YET COMPETENT</b> <input type="checkbox"/></p> <p>Name of the Assessor: _____</p> <p>Assessor's code: _____</p> <p>Signature of the Assessor: _____</p>

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

	Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)	Satisfactory	Not Satisfactory
1.	Define the term "niche"?		
2.	Which tools can be used to validate niche ideas?		
3.	How can you Identify the blog niche?		

