

# **Assessment Evidence Guide**

## **For**

### **“Digital Marketing”**

**Level-2**  
(Summative Assessment)

*18 Oct 2019*



**National Vocational & Technical  
Training Commission**

<b>Title of Qualification:</b> National Vocational qualification Level-2 in Digital Marketing (Content Writer)	CS Code:	Level: 2	Version: 01
<b>Competency Standard Title:</b> <ul style="list-style-type: none"> <li>• Perform Basic Computer Installation</li> <li>• Configure Hardware Components/Peripheral Devices</li> <li>• Prepare Office Documents</li> <li>• Develop Vocabulary</li> <li>• Compose Paragraph</li> <li>• Compose Email Content</li> <li>• Create a Blog</li> </ul>	<b>Assessment Date (DD/MM/YY):</b>  <b>Assessment Time: 2 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 compose and send business e-mail for product/service, assigned by assessor.</p> <p><b>Assessment Task 2:</b> Candidate is required to choose a domain name and create a Blog using a platform assigned by assessor and perform standard integrations.</p> <p>(Note: provide simulated environment for ASSESSMENT TASK 1 &amp; 2)</p> <p><b>And complete:</b></p> <ol style="list-style-type: none"> <li><b>1. Knowledge assessment test (Written or Oral)</b></li> <li><b>2. Portfolios at the time of assessment (if any)</b></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: Use Vocabulary</p> <p>Performance criteria 2: Include topic sentences, supporting details and concluding sentences in the composed document</p> <p>Performance criteria 3: Set the paragraphs in terms of unity and variation</p> <p>Performance criteria 4: Use sentences with different synonyms</p> <p>Performance criteria 5: Implement uniformity in the paragraph</p> <p>Performance criteria 6: Rearrange the sentence if necessary</p> <p>Performance criteria 7: Rewrite the ideas into own words</p> <p>Performance criteria 8: Proofread for any grammatical mistakes</p> <p>Performance criteria 9: Finalize the content</p> <p>Performance criteria 10: Write appropriate subject of the email</p> <p>Performance criteria 11: Compose the email</p> <p><b>Assessment Task 2</b></p> <p>Performance criteria 1: Sign-up for the selected Blogging platform</p> <p>Performance criteria 2: Create new Blog</p> <p>Performance criteria 3: Set name / title of the Blog</p>

	<p>Performance criteria 4: Check availability of the Blog name</p> <p>Performance criteria 5: Set up description of the Blog</p> <p>Performance criteria 6: Use images for the Blog like logo</p> <p>Performance criteria 7: Edit Blog information</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 perform basic computer installation</p> <p>Performance Criteria 2: Diary log or any other evidence of work completed on Install/Configure hardware components/peripheral devices</p> <p>Performance Criteria 3: Diary log or any other evidence of work completed on prepare office documents</p> <p>Performance Criteria 4: Diary log or any other evidence of work completed on develop vocabulary</p> <p>Performance Criteria 5: Diary log or any other evidence of work completed on compose paragraph</p> <p>Performance Criteria 6: Diary log or any other evidence of work completed on compose email content</p> <p>Performance Criteria 7: Diary log or any other evidence of work completed on create a blog</p>

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**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 <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> 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)				
<b>Assessment Task 1</b>		<b>Description of assessment task 1</b> Candidate is required to launch e-mail marketing campaign regarding product/service assigned by assessor.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Use Vocabulary			
2	Include topic sentences, supporting details and concluding sentences in the composed document			
3	Set the paragraphs in terms of unity and variation			
4	Use sentences with different synonyms			
5	Implement uniformity in the paragraph			
6	Rearrange the sentence if necessary			
7	Rewrite the ideas into own words			
8	Proofread for any grammatical mistakes			
9	Finalize the content			
10	Write appropriate subject of the email			
11	Compose the email			
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 choose a domain name and create a Blog using a platform assigned by assessor and perform standard integrations.		
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 <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
1	Diary log or any other evidence of work completed on perform basic computer installation			
2	Diary log or any other evidence of work completed on Install/Configure hardware components/peripheral devices			
3	Diary log or any other evidence of work completed on prepare office documents			
4	Diary log or any other evidence of work completed on develop vocabulary			
5	Diary log or any other evidence of work completed on compose paragraph			
6	Diary log or any other evidence of work completed on compose email content			
7	Diary log or any other evidence of work completed on create a blog			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

## Knowledge Assessment

<b>Title of Qualification:</b> National Vocational qualification Level-2 in Content Writer	CS Code:	Level:	Version: 01
<b>Competency Standard Title:</b> Develop Vocabulary Compose Paragraph Compose Email Content / Newsletter Create a Blog	<b>Assessment Date (DD/MM/YY):</b>  <b>Assessment Time:</b> 30 min		

Guidance for Candidate	<b>To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.</b>
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**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 <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/>  Name of the Assessor: ..... Assessor's code: .....  Signature of the Assessor:.....

### WRITTEN ASSESSMENT

Question	Candidate's answer
1. What are the major Email platforms?	Gmail, Microsoft Outlook
2. Elaborate configuration of email account?	Configuration of email and password Incoming mail server and port Outgoing mail server and port
3. Define paragraph structure?	Paragraph layout, and paragraph different types
4. Write the name of any tool to check composition of a paragraph?	MS Word, Grammarly, Ginger,

Question	Candidate's answer
5. What are the major Blogging platforms?	WordPress, Wix, Blogger
6. What are the Key elements of blog?	Description, links, image, title, video
7. How to get synonyms and opposites?	Search out on Google
8. What is e-dictionary and How to use it?	Two types of dictionaries: a) Offline e-dictionary b) Online e-dictionary Enter your keyword and search accordingly.
9. Why use dictionary?	For word bank, making paragraph