

NSQC QUALIFICATION FILE

Approved in 21th NSQC Meeting, 3rd August, 2018

CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Directorate General of Training (DGT)
Government of India, Ministry of Skill Development and Entrepreneurship,
1st and 2nd Floor, CIRTES Building
Next to Pusa ITI, Pusa Campus
New Delhi - 110012

Name and address of submitting body:

Directorate General of Training (DGT)
Government of India, Ministry of Skill Development and Entrepreneurship,
1st and 2nd Floor, CIRTES Building
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New Delhi - 110012

Name and contact details of individual dealing with the submission

Name: Shri Deepankar Mallick

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List of documents submitted in support of the Qualifications File

1. Competency-based curriculum (Annexure 1)
2. Advertisements of different organisations for posts relevant to NTC in the trade

Model Curriculum to be added which will include the following:

- **Indicative list of tools/equipment to conduct the training:** Enclosed with curricula
- **Trainers qualification:** Indicated in the curriculum
- **Lesson Plan:** All NCVT curricula are designed indicating specific practical to be carried out during training along with details of trade theory. Based on this the concerned instructor prepares the Lesson Plan with support of Reference Books and IMPs developed by DGT.
- **Distribution of training duration into theory/practical/OJT component:** Indicated in the curriculum.

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SUMMARY

1	Qualification Title	'Marketing Executive'
2	Qualification Code, if any	N/A
3	NCO code and occupation	3322.1701 - Marketing Manager – Line of Business
4	Nature and purpose of the qualification (Please specify whether qualification is short term or long term)	National Council for Vocational Training (NCVT) (long term qualification)
5	Body/bodies which will award the qualification	National Council for Vocational Training (NCVT) affiliates the ITIs as per DGT guidelines issued from time to time.
6	Body which will accredit providers to offer courses leading to the qualification	National Council for Vocational Training (NCVT)
7	Whether accreditation/affiliation norms are already in place or not , if applicable (if yes, attach a copy)	Yes. The accreditation/ affiliation norms for all training providers are as per DGT guidelines issued from time to time with approval of NCVT.
8	Occupation(s) to which the qualification gives access	Marketing Executive has a wide scope of Employability ranging from self-employment, contractual employment to Industrial jobs. On successful completion of this course, the candidates shall be gainfully employed in the industries for following occupations: <ul style="list-style-type: none">• Marketing Manager – Line of Business
9	Job description of the occupation	Marketing executive is involved in developing marketing campaigns to promote a service, product or idea. Aims to maximize profits through developing sales strategies that match customer requirement. Manages the database in the organization, designing the product, pricing and discounts, channel of distribution, promotion mix and relationship building. Identifies the consumer behavior in respect to segmentation of the market, Possess Skills of Effective Negotiators.
10	Licensing requirements	N/A
11	Statutory and Regulatory requirement of the relevant sector (documentary evidence to be provided)	N/A

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12	Level of the qualification in the NSQF	Level 4		
13	Anticipated volume of training/learning required to complete the qualification	Sl. No.	Course Element	Notional Training Hours
		1.	Professional Skill (Trade Practical)	1260
		2.	Professional Knowledge (Trade Theory)	252
		3.	Employability Skills	110
		4.	Library & Extracurricular activities	58
		5.	Project Work	160
		6.	Revision & Examination	240
			Total	2080
14	Indicative list of training tools required to deliver this qualification	As per Annexure enclosed in the curriculum		
15	Entry requirements and/or recommendations and minimum age	Passed 10 th class Examination under 10+2 System of Education		
16	Progression from the qualification (Please show Professional and academic progression)	<ul style="list-style-type: none"> • Can join BPO and KPO industry as Data Entry Operator. • Can join any IT industry as Front Desk Executive and Office Assistant. • Can join hospitality as well as hospital administration for database management. 		
17	Arrangements for the Recognition of Prior learning (RPL)	<ol style="list-style-type: none"> 1. At present the students who have passed 10th class with minimum 3 years' experience in relevant field can appear for NCVT theory and practical semester examination directly. 2. The students who have passed SCVT examination in 'Marketing Executive' trade can also appear for the NCVT Examination in the relevant semester and Trade directly. 		
18	International comparability where known (research evidence to be provided)	<ol style="list-style-type: none"> 1. Existence of any official document suggesting the comparability of the qualification with the qualifications in other countries is not known. 2. However, ITI passed out trainees are getting employment in many Gulf countries, European countries, Australia, New Zealand, Singapore etc. 		
19	Date of planned review of the qualification.	March 2023		

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20	Formal structure of the qualification		
	Mandatory components		
	Title of component and identification code/NOSs/Specific Learning outcomes	Estimated size (learning hours)	Level
(i)	Develop communication skill on English language.	40	4
(ii)	Identify and select various official English languages for official works.	160	4
(iii)	Generate a personalized informal official letter of appropriate structure complying with MS office applications.	120	4
(iv)	Display competence in oral, written, and visual communication.	80	4
(v)	Apply safe working practices with OSH legislations in India.	40	4
(vi)	Select the appropriate search engines for creation of document and data record with proper internet skill.	80	4
(vii)	Apply the proper corporate guidelines for women at work place	40	4
(viii)	Identify, select the conceptual skills and quantitative skills in an economic context as per Indian scenario.	160	4
(ix)	Practised a range of recognised time management techniques.	80	4
Semester – II			
(x)	Identify and demonstrate the Marketing Concepts in real life.	80	4
(xi)	Identify the consumer behavior in respect of segmentation of the market	80	4
(xii)	Identify and classify the different marketing Concept.	40	4
(xiii)	Analyze the field orientation and its importance for prospecting the growth of the industry	40	4
(xiv)	Develop a plan for organizing, staffing and training a sales force.	120	4
(xv)	Develop Skills of Effective Negotiators To understand the negotiation skills.	40	4

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(xvi)	Develop skill and apply the process of Tele-calling and its preparation	40	4
(xvii)	Identify the promotional strategy and apply the appropriate method.	80	4
(xviii)	Apply basic design principles and theories to the construction of promotional displays and advertising.	40	4
(xix)	Identify, select and apply the theory of research methodology in respect of marketing management	120	4
(xx)	Analyze the key drivers for successful customer relationship management and follow the marketing ethics in practice	160	4
(xxi)	Revision, Project work and Examination	400	4
	Sub Total (A)	2080	4
	Optional components	N/A (All components are compulsory)	
	Title of component and identification code/NOSs/ Learning outcomes	Estimated size (learning hours)	Level
	Sub Total (B)		
<u>Total (A+B)</u>		<u>2080</u>	<u>4</u>

SECTION 1
ASSESSMENT

21	<p>Body/Bodies which will carry out assessment: National Council for Vocational Training (NCVT)</p>																				
22	<p>How will RPL assessment be managed and who will carry it out?</p> <ol style="list-style-type: none"> 1. At present the students who have passed 10th class with minimum 3 years' experience can appear for NCVT theory and practical semester examination directly. 2. The students who have passed SCVT examination in 'Marketing Executive' trade can also appear for the NCVT Examination in the relevant semester and Trade directly. NCVT will carry out the assessment and State Directorates advertise in newspapers for informing the prospective candidates. 																				
23	<p>Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, reliable and fair and show that these are in line with the requirements of the NSQF.</p> <p>(1) Assessment process:</p> <p>The assessment for the semester-based qualification is carried out by conducting formative assessments, and end-of-semester examinations. The internal assessments for theory subjects and practical are conducted by the concerned instructors for evaluating the knowledge and skill acquired by trainees and the behavioural transformation of the trainees. This internal assessment is primarily carried out by collecting evidence of competence gained by the trainees by evaluating them at work based on assessment criteria, asking questions and initiating formative discussions to assess understanding and by evaluating records and reports, and sessional marks are awarded to them. Theory and practical examinations are conducted in Trade theory, Workshop Calculation & Science, and Employability Skills. The question papers for the theory Examinations contain objective type questions. Trade practical examinations are conducted by the respective State Governments. However, the question papers for the Trade practical are prepared by NCVT. The marking pattern and distribution of marks for the qualification are as under:</p> <table border="1" data-bbox="312 1507 1401 2018"> <thead> <tr> <th colspan="3">Marking Pattern</th> </tr> <tr> <th>Sl. No.</th> <th>Subject for the trade test</th> <th>Maximum marks for the each subject</th> </tr> </thead> <tbody> <tr> <td>a)</td> <td>Practical</td> <td>100</td> </tr> <tr> <td>b)</td> <td>Trade Theory</td> <td rowspan="2">80 Objective type Written test of 80 marks (Trade Theory 30 marks & Employability Skills 50 marks)</td> </tr> <tr> <td>c)</td> <td>Employability Skills</td> </tr> <tr> <td>d)</td> <td>Internal assessment</td> <td>20</td> </tr> <tr> <td colspan="2">TOTAL:</td> <td>200</td> </tr> </tbody> </table> <p>(2) Minimum pass marks:</p>	Marking Pattern			Sl. No.	Subject for the trade test	Maximum marks for the each subject	a)	Practical	100	b)	Trade Theory	80 Objective type Written test of 80 marks (Trade Theory 30 marks & Employability Skills 50 marks)	c)	Employability Skills	d)	Internal assessment	20	TOTAL:		200
Marking Pattern																					
Sl. No.	Subject for the trade test	Maximum marks for the each subject																			
a)	Practical	100																			
b)	Trade Theory	80 Objective type Written test of 80 marks (Trade Theory 30 marks & Employability Skills 50 marks)																			
c)	Employability Skills																				
d)	Internal assessment	20																			
TOTAL:		200																			

The minimum pass percentage for practical is 60% & minimum pass percentage of theory subjects is 40%. For the purposes of determining the overall result, 25% weightage is applied to the result of each semester examination.

(3) Testing and certifications for the course:

- OMR sheet based question paper.
- A panel of expert paper setters, who are graduates in the concerned field with minimum 5-7 years experience, is prepared for setting question papers for the Trade. The panel is vetted by the Member Secretary, NCVT.
- Paper setters are appointed from the panel after the approval of the competent authority for setting the question paper.
- The question papers are then moderated by the Board of Moderation to see if the paper is set as per the requirement and syllabus.
- The manuscripts of the moderated question papers are sent to Government Printing Presses for printing.
- Printed question papers, packed in sealed covers, are despatched to Banks/Police Stations for keeping in safe custody.
- The question papers are handed over to the Chairman/Principal of the Testing Centre two hours before the commencement of the Examination.
- An Examination Board consisting of representatives of industry/Employer/State Government are set up to supervise and monitor the conduct of Examinations at every Centre.
- Theory and practical Examinations are carried out with invigilators/examiners with the overall supervision of the Examination Board.
- Examiners called for evaluation of practical should have minimum technical qualification of a Diploma in the respective engineering field. However, when diploma holders not available, the qualification is suitably relaxed.
- Examiners for practical Examinations are appointed preferably from Polytechnics/ Engineering colleges/ Industry of repute/ Government Departments or from amongst retired qualified personnel possessing requisite qualifications and sufficient experience in the trade/discipline.
- Each State Directorate prepares a panel of Examiners according to the norms as mentioned above and the Examiners are appointed from the panel.
- Flying squads from State Governments as well as the Central Government are constituted to check malpractices during the conduct of Examinations.
- OMR based answer sheets are evaluated by the third party evaluator only. Third party evaluator is selected for three years by open bidding process.
- Evaluation of every practical examination is carried out by the concerned examiner (from industry/ polytechnics) with the overall supervision of the Examination Board in a free and fair manner as per the assessment criteria.
- Till 2014, the marks were compiled by the State Governments as per NCVT guidelines and the results were declared by the State Governments. At present, the marks are compiled by NCVT on its portal www.ncvtmis.gov.in and the results are declared by the State Governments.
- The successful trainees are awarded National Trade Certificates.

<p>Overall assessment strategy:</p> <p>Assessment of the qualification evaluates trainees to show that they can integrate knowledge, skills and values for carrying out relevant tasks as per the defined assessable outcomes and assessment criteria. The trainees may choose the preferred language for assessment. The underlying principle of assessment is fairness and transparency. While assessing the trainee, assessor is directed to assess as per the defined assessment criteria against the assessable outcomes. The evidence of the competence acquired by the trainees can be obtained by conducting theory and practical examinations, observing the trainees at work, asking questions and initiating formative discussions to assess understanding and evaluating records and reports. The ultimate objective of the assessment is to assess the candidates as per the defined assessment criteria for the assessable/ learning outcomes.</p> <p>Specific Arrangements for assessment:</p> <ul style="list-style-type: none">• Assessment is outcome-based.• There are formative and summative assessments in Theory and Practical.• Assessment is carried out in Trade theory, Trade Practical, Workshop Calculation and Science, and Employability Skills.• While Trade Theory and Trade Practical are used for assessing Trade-related jobs, Workshop Calculation and Science is used to test trainee's numerical skills, Drawing is used to test the ability of the trainee to draw and read sketches and Employability skills is used to test the communication and language skills of the trainee.• In addition to demonstration of theory and practical knowledge, trainees get a chance to present total personality. <p>Quality assurance activities:</p> <ul style="list-style-type: none">• Question papers are set by external paper setters• Evaluation of Theory Examinations is done by third-part agency. Third party evaluator is selected for three years by open bidding process.• Trade Practical is examined by External Examiner (as explained above).
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Please attach most relevant and recent documents giving further information about assessment and/or RPL.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

ASSESSMENT EVIDENCE

Complete a grid for each component as listed in “Formal structure of the qualification” in the Summary.

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NOTE: this grid can be replaced by any part of the qualification documentation which shows the same information – i.e. Learning Outcomes to be assessed, assessment criteria and the means of assessment.

24. Assessment evidences

Title of Component: Marketing Executive

GENERIC LEARNING/ ASSESSABLE OUTCOME:

Outcomes to be assessed/ NOSs to be assessed	Assessment criteria for the outcome
1. Apply safe working practices	1.1 Follow and maintain procedures to achieve a safe working environment in line with occupational health and safety regulations and requirements, and according to policy.
	1.2 Recognize and report all unsafe situations according to policy.
	1.3 Identify and take necessary precautions on fire and safety hazards and report according to work policy and procedures.
	1.4 Identify, handle and store/ dispose-off dangerous goods and substances according to policy and procedures following safety regulations and requirements.
	1.5 Identify and observe policies and procedures with regard to illness or accident.
	1.6 Identify safety alarms accurately.
	1.7 Report supervisor/ competent of authority in the event of accident or sickness of any staff and record accident details correctly according to accident/injury procedures.
	1.8 Identify and observe evacuation procedures according to site policy.
	1.9 Identify Personal Productive Equipment (PPE) and use the same as per related working environment.
	1.10 Identify basic first-aid and use them under different circumstances.
	1.11 Identify different fire extinguisher and use the same as per requirement.
2. Comply with environment regulation and housekeeping	2.1 Identify environmental pollution & contribute to the avoidance of instances of environmental pollution.
	2.2 Deploy environmental protection legislation & regulations.
	2.3 Take opportunities to use energy and materials in an environmentally friendly manner.

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	2.4 Avoid waste and dispose waste as per procedure.
3. Assist in exigencies and carry out elementary first-aid during emergencies.	3.1 Demonstrate elementary first-aids.
	3.2 Demonstrate safety practices to be observed in kitchen.
	3.3 Demonstrate use of personal protective dresses.
	3.4 Identify emergency exit route.
	3.5 Demonstrate fire fighting procedure using fire extinguishers.
4. Work in a team, understand and practice soft skills, technical English to communicate with required clarity.	4.1 Obtain sources of information and recognize information.
	4.2 Use documents, regulations and occupationally related provisions.
	4.3 Conduct appropriate and target oriented discussions with higher authority and within the team.
	4.4 Present facts and circumstances, possible solutions & use English and French terminology.
	4.5 Resolve disputes within the team.
	4.6 Conduct written communication.
5. Explain energy conservation, global warming, pollution, and contribute in day- to-day work by using available resources optimally.	5.1 Semester examination to test knowledge on energy conservation, global warming and pollution.
	5.2 Their applications will be assessed during execution of assessable outcome.
6. Explain personnel finance, entrepreneurship and manage/organize related task in day-to- day work for personal & societal growth.	6.1 Semester examination to test knowledge on personnel finance, entrepreneurship.
	6.2 Their applications will be assessed during execution of assessable outcome.

Specific Assessable Outcome:

LEARNING / ASSESSABLE OUTCOME	ASSESSMENT CRITERIA
FIRST SEMESTER	
7. Develop communication skill on English language.	7.1 Identify vowels and Consonants, word making with Pronunciation.
	7.2 Transform the Sentences, adjectives of Comparison, Voice Change and Narration.
	7.3 Change of tenses, Spellings and Vocabulary Building by using Synonym and Antonym and words often Confused.

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	7.4 Identify Reading and its types like – Skimming, Scanning, Cognates.
	7.5 Develop text structures.
	7.6 Read current news and giving opinions.
	7.7 Engage into Group Discussions.
	7.8 Prepare of news Reports, elementary office reports, memos and notices.
8. Identify and select various official English language for official works.	8.1 Construct of Simple sentences.
	8.2 Prepare of news reports, paragraphs.
	8.3 Demonstration of form filling, addressing envelopes.
	8.4 Demonstration of layout of letters, writing requests, answering to queries.
	8.5 Draft of letters of application, letters of appointments.
	8.6 Draft of Office notification and job orders.
	8.7 Exercises of simple comprehension.
9. Generate a personalized informal official letter of appropriate structure complying with MS office applications.	9.1 Operate operating system and start with MS Word, how to type, edit a content, how to mail merge, how to print.
	9.2 Determining the compilation of reports and projects, password protection of documents and how to convert it into a pdf.
	9.3 MS Excel- getting started excel as a database manager, excel as a calculating application, some basic calculations and formulating Techniques.
	9.4 Performing few commands like how to edit and format and compilation of reports-targets or number driven, and password protection of excel sheets.
	9.5 MS PowerPoint- getting started, PowerPoint as a presentation manager, how one can present business ideas using a slide system.
	9.6 Creating presentations, editing formatting a presentation and presentations on corporate business briefs.
10. Display competence in oral, written, and visual communication.	10.1 Speaking on self, career aspirations, on any given topics
	10.2 Speaking on the spot –extempore, just a minute, role-play, and dialogue deliveries.
	10.3 Demonstration of Group discussions and role-play
	10.4 How to use interjections while raising a query and answering a query.
11. Apply safe working practices with	11.1 General guidelines of how to prevent an accident

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OSH legislations in India.	from happening – depending on job types.
	11.2 Humanity and helping colleagues, how to prevent oneself in emergency.
	11.3 Learning how and when to evacuate in case of an emergency – earthquake, fire, terror attack, etc.
	11.4 Workmen’s Compensation Act & ESI Act to be explained with examples & case studies.
	11.5 Practical aspects of Factories Act.
12. Select the appropriate search engines for creation of document and data record with proper internet skill.	12.1 How to open a mail account or use Outlook Express MS Outlook.
	12.2 sending mails, answering mails
	12.3 security issues and passwords
	12.4 online marketing basics; ecommerce and m-commerce
	12.5 online marketing reports , software’s to convert data in different forms freeware ; concepts of spyware, malware and internet security
	12.6 Resume building , introductory notes, e-mail communication , request for meetings and written acknowledgements
13. Apply the proper corporate guidelines for women at work place	13.1 Demonstration organisations role in enforcing OSH of employees.
	13.2 Demonstration Workplace Ergonomics and evacuations and first aid in case of emergency – earthquake, fire and terror attacks. And emergency numbers.
	13.3 Case studies related to the concept of Quarantine to deal and understand the diseases and Employment Politics
	13.4 Describing the Govt. and corporate guidelines for women at workplace, and also the legal defence sought by women in her working environment.
14. Identify, select the conceptual skills and quantitative skills in an economic context as per Indian scenario	14.1 Why do we need economics – case studies from real life examples?
	14.2 Demonstrating the different market structures and common problem like unemployment , inflation etc.
	14.3 Meaning of planned economy and comparison of Indian and Chinese economy.
	14.4 how the knowledge of economic growth help you as an entrepreneur.
	14.5 How can modern economic thought involving National Economic Planning ensure the survival of

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	the weakest.
	14.6 Review of the concepts- happy capitalism, trickle up theory, wealth at the bottom of the pyramid, Hindu growth rate.
15. Practiced a range of recognised time management techniques.	15.1 Determining value of time for a business.
	15.2 Demonstrate how the time management leads to punctuality and regularity leads to positive attitude towards work.
	15.3 Scheduling your day , prioritising your work and planning of the goals.
	15.4 Demonstration of project planning processes and respecting others time.
SECOND SEMESTER	
16. Identify and demonstrate the Marketing Concepts in real life.	16.1 Marketing concepts in the real life.
	16.2 how have we all grown up marketing our ideas to our parents, our teachers and our friends.
	16.3 Making students define marketing.
	16.4 Overview of marketing domains and job possibilities.
	16.5 What are the KRA of a junior marketing executive.
17. Identify the consumer behaviour in respect of segmentation of the market.	18.1 Division of Indian consuming classes into subcategories – Upper Class, Middle Class and Lower Class.
	18.2 Upper Class, Middle Class and Lower Class typical buying behaviour, Case Studies.
18. Identify and classify the different marketing Concept.	18.1 The types of channels available – their purposes and benefits.
	18.2 Which channel to use in which marketing format.
	18.3 Retailing – meaning.
	18.4 Types of retailing formats in India.
19. Analyze the field orientation and its importance for prospecting the growth of the industry.	19.1 What is field orientation and purposes of doing field orientation.
	19.2 How to create a prospect pipeline. How to approach the prospects, Cold calling.
	19.3 To greet a prospect/customer, To introduce yourself to a prospect, preparations do you need, what do you need to carry.
	19.4 How should you orient yourself with your product before meeting someone, how much convinced are you of your product/service before attempting

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	to convince others?
20. Develop a plan for organizing, staffing and training a sales force.	20.1 Meaning, Importance, Relevance and scope of sales.
	20.2 Sales process: (Suspecting -> Prospecting -> Approach ->Negotiate ->Close -> Order).
	20.3 To create the sales pitch for your product/service, To deliver the pitch.
21. Develop Skills of Effective Negotiators to understand the negotiation skills.	21.1 To introduce your product/service to then prospect/customer.
	21.2 What is negotiation.
	21.3 Types of Negotiation – Benefits of each type, How to bring your prospect/customer to the negotiating table.
22. Develop skill and apply the process of Tele-calling and its preparation.	22.1 Meaning, Utility, Process, Advantages of Personal Selling
	22.2 Types of personal selling– Manual, Tele – Calling and Internet based sale.
	22.3 To greet the prospect over the phone.
	22.4 To create curiosity in the minds of the prospect for your product/service.
	22.5 Challenges faced by the tele-caller, How to overcome such challenges.
23. Identify the promotional strategy and apply the appropriate method.	23.1 What do you mean by promotion.
	23.2 Types of promotion – ATL (Above The Line), BTL (Below The Line) – Meaning and implications.
	23.3 In which situations to use ATL and BTL, How to use BTL with the retailers, dealers and wholesalers.
	23.4 POP (Point-of-Purchase) – Meaning and Importance.
24. Apply basic design principles and theories to the construction of promotional displays and advertising.	24.1 Principles & elements of display.
	24.2 Design & construction of props.
	24.3 Designing and installing visual merchandising displays in the retail industry.
25. Identify, select and apply the theory of research methodology	25.1 Research – Meaning and Importance, Types of research – Primary and Secondary.

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in respect of marketing management.	25.2	Meaning of Feedback Approach, Importance of Feedback Approach, How to do it – Approach the respondent, creating rapport with the respondent.
	25.3	Report – Meaning, Importance of writing a report
	25.4	Inclusions in a report – Defining a Problem, Approach to the Problem.
	25.5	Methodology: Data Collection Method(s).
	25.6	Data Interpretation, Recommendations and Suggestions.
26. Analyze the key drivers for successful customer relationship management and follow the marketing ethics in practice.	26.1	Customer relationship and business objective.
	26.2	How to build relations, Benefits to the organization.
	26.3	Registering complaints from customers, filing them and reporting to senior management, making sure that the problem of the customer is solved.

Means of assessment 1

Assessment will be evidence based comprising the following:

- Job carried out in labs/workshop
- Record book/ daily diary
- Answer sheet of assessment
- Viva-voce
- Progress chart
- Attendance and punctuality
- Assignment
- Project work

Means of assessment 2

Add boxes as required.

Pass/Fail

The minimum pass percentage is 40% for each Theory Examination and 25% for each part/section of the Examination separately, and 60% marks for each Trade practical Examination.

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SECTION 2

25. EVIDENCE OF LEVEL

OPTION A

Title/Name of qualification/component: Marketing Executive		Level: 4	
NSQF Domain	Outcomes of the Qualification/Component	How the outcomes relates to the NSQF level descriptors	NSQF Level
Process	<p>Familiar, Predictable, Routine Situations of Clear Choice</p> <ul style="list-style-type: none"> • Develop communication skill on English language. • Identify the consumer behavior in respect of segmentation of the market • Select the appropriate search engines for creation of document and data record with proper internet skill. • Analyze the field orientation and its importance for prospecting the growth of the industry • Develop a plan for organizing, staffing and training a sales force. • Identify and select various official English languages for official works 	<p>The learner develops effective communication skills , soft skills and is high on convincing people. Promotes product, service or ideas , develops sales strategies to enhance profitability of the organization and increases volume of sales. Its routine work and situation of clear choice.</p> <p>So the NSQF level as per this descriptor will be 4.</p>	4
Professional	Factual Knowledge of field of Knowledge or		4

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NSQF Domain	Outcomes of the Qualification/Component	How the outcomes relates to the NSQF level descriptors	NSQF Level
knowledge	<p>study</p> <ul style="list-style-type: none"> • Computer overview Office Application • Speaking – how to express yourself verbally, importance of good spoken communication in any field of advancement • Advanced internet application • Women and Occupational Safety; Managing work and family • Social / Formal etiquettes • Consumer Behaviour and classes in India / Buyer Behaviour • Relationship Building Marketing ethics 	<p>The learner understands and is able to demonstrate knowledge and analyze the key drivers for successful customer relationship management and follow the marketing ethics in practice. Has strong networking with dealers, wholesalers, retailers.</p> <p>The individual has the factual knowledge of marketing sector by understanding customer's needs and demand.</p> <p>Hence NSQF Level 4 for this Descriptor</p>	
Professional skill	<ul style="list-style-type: none"> • Develop communication skill on English language. • Apply basic design principles and theories to the construction of promotional displays and advertising. • Identify the promotional strategy and apply the appropriate method. • Identify, select and apply the theory of 	<p>The learner recalls and demonstrates practical skills by identifying the consumer behavior in respect of segmentation of the market and tries to promote the goods or services accordingly. He/ She applies marketing theories for framing effective marketing policies.</p> <p>Use of quality concepts for framing strategies</p>	4

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Title/Name of qualification/component: Marketing Executive		Level: 4	
NSQF Domain	Outcomes of the Qualification/Component	How the outcomes relates to the NSQF level descriptors	NSQF Level
	research methodology in respect of marketing management	NSQF Level is 4 for this descriptor	
Core skill	<p>Language to communicate written or oral, with required clarity</p> <ul style="list-style-type: none"> • Use documents and technical regulations and occupationally related provisions. • Conduct written communication. <p>Basic Mathematical Skills</p> <ul style="list-style-type: none"> • Demonstrate basic mathematical concept and principles to perform practical operations. <p>Basic understanding of social political and natural environment</p> <ul style="list-style-type: none"> • Explain energy conservation, global warming and pollution and contribute in day to day work by optimally using available resource 	<p>The learner recognizes different components of 5S and applies the same in the working environment. He/she is able to prepare graphical charts for study of the markets trend, demand of consumers for respective products and services, choose channel of distribution to reach maximum number to customers. Designs products considering the social political environment.</p> <p>Hence NSQF Level is 4 for this descriptor</p>	4
Responsibility	<ul style="list-style-type: none"> • Select the appropriate search engines for creation of document and data record with proper internet skill. 	The learner applies basic design principles and theories for the construction of promotional displays and advertising, ensures that he is able to meet	4

NSQC QUALIFICATION FILE

Approved in 21th NSQC Meeting, 3rd August, 2018

Title/Name of qualification/component: Marketing Executive		Level: 4	
NSQF Domain	Outcomes of the Qualification/Component	How the outcomes relates to the NSQF level descriptors	NSQF Level
	<ul style="list-style-type: none"> • Apply the proper corporate guidelines for women at work place • Identify, select the conceptual skills and quantitative skills in an economic context as per Indian scenario. • Identify the consumer behavior in respect of segmentation of the market • Identify and classify the different marketing Concept. • Analyze the field orientation and its importance for prospecting the growth of the industry • Develop a plan for organizing, staffing 	<p>targets. Increase productivity and growth of the company by displaying sense of responsibility and knowledge.</p> <p>Hence NSQF Level is 4 for this descriptor</p>	

SECTION 3

EVIDENCE OF NEED

<p>26</p>	<p>What evidence is there that the qualification is needed? What is the estimated uptake of this qualification and what is the basis of this estimate?</p> <table border="1" data-bbox="339 488 1209 1395"> <thead> <tr> <th data-bbox="339 488 627 629"> <p>Basis</p> </th> <th data-bbox="627 488 1209 629"> <p>In case of other Awarding Bodies (Institutes under Central Ministries and states departments)</p> </th> </tr> </thead> <tbody> <tr> <td data-bbox="339 629 627 792"> <p>Need of the qualification</p> </td> <td data-bbox="627 629 1209 792"> <p>The proposed qualification is running in the system for last few decades and passed out candidates are engaged in various related industries.</p> </td> </tr> <tr> <td data-bbox="339 792 627 1115"> <p>Industry Relevance</p> </td> <td data-bbox="627 792 1209 1115"> <p>The job role defined for the qualification is as per the National Qualification of Occupation 2015 which is developed by Employment Directorate under the ministry of Labour and Employment in collaboration with different industry partners and as per ILO guidelines. This justifies the qualification is very much relevance for industry.</p> </td> </tr> <tr> <td data-bbox="339 1115 627 1272"> <p>Usage of the qualification</p> </td> <td data-bbox="627 1115 1209 1272"> <p>The Proposed qualification is running in ITI system across the country successfully over the period of time.</p> </td> </tr> <tr> <td data-bbox="339 1272 627 1395"> <p>Estimated uptake</p> </td> <td data-bbox="627 1272 1209 1395"> <p>This is a New Trade. The present seating capacity is approximately 780.</p> </td> </tr> </tbody> </table>	<p>Basis</p>	<p>In case of other Awarding Bodies (Institutes under Central Ministries and states departments)</p>	<p>Need of the qualification</p>	<p>The proposed qualification is running in the system for last few decades and passed out candidates are engaged in various related industries.</p>	<p>Industry Relevance</p>	<p>The job role defined for the qualification is as per the National Qualification of Occupation 2015 which is developed by Employment Directorate under the ministry of Labour and Employment in collaboration with different industry partners and as per ILO guidelines. This justifies the qualification is very much relevance for industry.</p>	<p>Usage of the qualification</p>	<p>The Proposed qualification is running in ITI system across the country successfully over the period of time.</p>	<p>Estimated uptake</p>	<p>This is a New Trade. The present seating capacity is approximately 780.</p>
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<p>Estimated uptake</p>	<p>This is a New Trade. The present seating capacity is approximately 780.</p>										
<p>27</p>	<p>Recommendation from the concerned Line Ministry of the Government/Regulatory Body. To be supported by documentary evidences.</p> <p>This qualification is run by Ministry of Skill Development and Entrepreneurship and different industries under the related line ministry are also generally consulted before finalizing the curricula.</p>										
<p>28</p>	<p>What steps were taken to ensure that the qualification(s) does (do) not duplicate already existing or planned qualifications in the NSQF? Give justification for presenting a duplicate qualification</p> <p>The qualification is originally designed and approved by NCVT for the Craftsmen Training Scheme and is in existence for the last 60 years. NCVT has been entrusted with the responsibilities of prescribing standards and curricula for craftsmen training, advising the Government of India on the overall policy and programmes, conducting All India Trade Tests and awarding National Trade Certificates.</p>										

29	<p>What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated? Specify the review process here</p> <ul style="list-style-type: none">• Mentor Council (MC) for the Travel, Tourism and Hospitality Sector was formed in 2014 to review the curriculum of this qualification under the sector.• CSTARI, the research wing of DGT, reviews and updates the qualification, in consultation with industries and other stakeholders, on a regular basis by conducting trade committee meetings.• DGT will keep on doing continuous comparative study in the trade by referring to relevant upcoming qualifications in the National Qualifications Register (NQR) and relevant sectors.
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Please attach most relevant and recent documents giving further information about any of the topics above.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

SECTION 4

EVIDENCE OF PROGRESSION

30	<p>What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?</p> <p><i>Show the career map here to reflect the clear progression</i></p> <ul style="list-style-type: none">• Qualifying trainee will obtain an NCVT Certificate in Marketing Executive trade which gives the following options of progression to the trainee:<ul style="list-style-type: none">i) National Apprenticeship Certificate will be designed in due course of time as this a new trade.ii) Entrepreneur.
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Please attach most relevant and recent documents giving further information about any of the topics above.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.