

Instruction Sheet for the Candidate

Qualification	Copywriter (Content Writing)
Competency Standard	Write product descriptions
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment):</p> <ul style="list-style-type: none"> • Identify the target audience • Focus on the product benefits. • Use natural language and tone. • Use good product images.
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Identify the target audience</p> <ol style="list-style-type: none"> 1. Identify the general interest of the potential buyer. 2. Recognize the audience needs through buying trends 3. Conduct market research <p>Focus on the product benefits.</p> <ol style="list-style-type: none"> 4. Mention the major way(s) the product can improve the buyer's life. 5. Identify the benefits of product that are measurable. <p>Use natural language and tone.</p> <ol style="list-style-type: none"> 6. Use appropriate terminologies relevant to your potential audience 7. Use natural tone to connect the customer with the brand. <p>Use good product images.</p> <ol style="list-style-type: none"> 8. Use quality images to go with the description. 9. Select/design images that show the key features of the product. 10. Select the image that shows both technical and practical benefits.

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Copywriter (Content Writing)
Competency Standard	Write product descriptions
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Identify the target audience • Focus on the product benefits. • Use natural language and tone. • Use good product images.

I can.....

Performance Criteria	Yes	No
1. Identify the general interest of the potential buyer.	<input type="checkbox"/>	<input type="checkbox"/>
2. Recognize the audience needs through buying trends	<input type="checkbox"/>	<input type="checkbox"/>
3. Conduct market research	<input type="checkbox"/>	<input type="checkbox"/>
4. Mention the major way(s) the product can improve the buyer's life.	<input type="checkbox"/>	<input type="checkbox"/>
5. Identify the benefits of product that are measurable.	<input type="checkbox"/>	<input type="checkbox"/>
6. Use appropriate terminologies relevant to your potential audience	<input type="checkbox"/>	<input type="checkbox"/>
7. Use natural tone to connect the customer with the brand.	<input type="checkbox"/>	<input type="checkbox"/>
8. Use quality images to go with the description.	<input type="checkbox"/>	<input type="checkbox"/>
9. Select/design images that show the key features of the product.	<input type="checkbox"/>	<input type="checkbox"/>
10. Select the image that shows both technical and practical benefits.	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature _____ Assessor's Signature _____

Date: _____

Assessors Judgement Guide

Qualification	Copywriter (Content Writing)
Competency Standard	Write product descriptions
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor _____ Assessor's code: _____ Signature: _____

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	<ul style="list-style-type: none"> Identify the target audience Focus on the product benefits. Use natural language and tone. Use good product images. 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Identify the general interest of the potential buyer.			
2.	Recognize the audience needs through buying trends			
3.	Conduct market research			
4.	Mention the major way(s) the product can improve the buyer's life.			
5.	Identify the benefits of product that are measureable.			
6.	Use appropriate terminologies relevant to your potential audience			
7.	Use natural tone to connect the customer with the brand.			
8.	Use quality images to go with the description.			
9.	Select/design images that show the key features of the product.			
10.	Select the image that shows both technical and practical benefits.			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Copywriter (Content Writing)
Competency Standard	Write product descriptions
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-around; align-items: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </div> Name of the Assessor: _____ Assessor's code: _____ Signature of the Assessor: _____

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.	What is a buying trends?		
2.	Name any two measurable products benefits?		
3.	Give an example of appropriate terminology relevant to your potential audience		

Feedback to the Candidate
Candidate's Signature _____ Assessor's Signature _____