

Instruction Sheet for the Candidate

Qualification	Affiliate Marketing Writer (Content Writer)
Competency Standard	Perform Product Research
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment): <ul style="list-style-type: none"> • Search tools to explore the product trends • Search key products as per trends • Perform Competitive Analysis • Filter products of your interest • Select product(s)
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	Search tools to explore the product trends <ol style="list-style-type: none"> 1. Search tools (google trends) for product trends using search engines 2. Select suitable and effective product trends tools 3. Explore the features of selected tool Search key products as per trends <ol style="list-style-type: none"> 4. Create the list of key items/products 5. Identify the search volume of products 6. Identify the difficulty level of products 7. Find cost per click (CPC) of the products Perform Competitive Analysis <ol style="list-style-type: none"> 8. Find competitors' vendor base 9. Find competitors' product base 10. Identify keywords used by competitors 11. Explore competitive edge Filter products of your interest <ol style="list-style-type: none"> 12. Classify the products bases on comparisons, interest, availability etc. 13. Filter the products to narrow down the scope Select product(s) <ol style="list-style-type: none"> 14. List the products after filtration process 15. Select product(s)

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Affiliate Marketing Writer (Content Writer)
Competency Standard	Perform Product Research
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> Search tools to explore the product trends Search key products as per trends Perform Competitive Analysis Filter products of your interest Select product(s)

I can.....

Performance Criteria	Yes	No
1. Search tools (google trends) for product trends using search engines	<input type="checkbox"/>	<input type="checkbox"/>
2. Select suitable and effective product trends tools	<input type="checkbox"/>	<input type="checkbox"/>
3. Explore the features of selected tool	<input type="checkbox"/>	<input type="checkbox"/>
4. Create the list of key items/products	<input type="checkbox"/>	<input type="checkbox"/>
5. Identify the search volume of products	<input type="checkbox"/>	<input type="checkbox"/>
6. Identify the difficulty level of products	<input type="checkbox"/>	<input type="checkbox"/>
7. Find cost per click (CPC) of the products	<input type="checkbox"/>	<input type="checkbox"/>
8. Find competitors' vendor base	<input type="checkbox"/>	<input type="checkbox"/>
9. Find competitors' product base	<input type="checkbox"/>	<input type="checkbox"/>
10. Identify keywords used by competitors	<input type="checkbox"/>	<input type="checkbox"/>
11. Explore competitive edge	<input type="checkbox"/>	<input type="checkbox"/>
12. Classify the products bases on comparisons, interest, availability etc.	<input type="checkbox"/>	<input type="checkbox"/>
13. Filter the products to narrow down the scope	<input type="checkbox"/>	<input type="checkbox"/>
14. List the products after filtration process	<input type="checkbox"/>	<input type="checkbox"/>
15. Select product(s)	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Affiliate Marketing Writer (Content Writer)
Competency Standard	Perform Product Research
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"> Search tools to explore the product trends Search key products as per trends Perform Competitive Analysis Filter products of your interest Select product(s) 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Search tools (google trends) for product trends using search engines			
2.	Select suitable and effective product trends tools			
3.	Explore the features of selected tool			
4.	Create the list of key items/products			
5.	Identify the search volume of products			
6.	Identify the difficulty level of products			
7.	Find cost per click (CPC) of the products			
8.	Find competitors' vendor base			
9.	Find competitors' product base			
10.	Identify keywords used by competitors			
11.	Explore competitive edge			
12.	Classify the products bases on comparisons, interest, availability etc.			
13.	Filter the products to narrow down the scope			
14.	List the products after filtration process			
15.	Select product(s)			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Affiliate Marketing Writer (Content Writer)
Competency Standard	Perform Product Research
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.	Define competitors' product base.		
2.	What is vendor base?		
3.	Define competitive edge.		

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