

## Instruction Sheet for the Candidate

<b>Qualification</b>	Brand Journalist (Content Writing)
<b>Competency Standard</b>	Create Brand Awareness
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name_____ Registration/Roll Number_____
<b>Guidance for Candidate</b>	<b>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration &amp; assessment):</b> <ul style="list-style-type: none"> <li>• Search the brand and its products</li> <li>• Promote the Brand</li> <li>• Develop trust in the brand</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>	<b>Search the brand and its products</b> <ol style="list-style-type: none"> <li>1. Read the company profile to understand the brand ideology, vision and products.</li> <li>2. Search for the targeted audience</li> </ol> <b>Promote the Brand</b> <ol style="list-style-type: none"> <li>3. Find ways to bridge the gap between the public and the brand</li> <li>4. Select social media platforms to create awareness about the brand</li> <li>5. Introduce the brand to the targeted audience</li> </ol> <b>Develop trust in the brand</b> <ol style="list-style-type: none"> <li>6. Create awareness about the brand and its products</li> <li>7. Build trust by responding to the queries of customers</li> <li>8. Ensure presence on multiple social media platforms</li> <li>9. Offer promotional codes to attract customers</li> </ol>

## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	Brand Journalist (Content Writing)
<b>Competency Standard</b>	Create Brand Awareness
<b>Purpose of Assessment</b>	Formative Assessment
<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>• Search the brand and its products</li> <li>• Promote the Brand</li> <li>• Develop trust in the brand</li> </ul>

I can.....

<b>Performance Criteria</b>	<b>Yes</b>	<b>No</b>
1. Read the company profile to understand the brand ideology, vision and products.	<input type="checkbox"/>	<input type="checkbox"/>
2. Search for the targeted audience	<input type="checkbox"/>	<input type="checkbox"/>
3. Find ways to bridge the gap between the public and the brand	<input type="checkbox"/>	<input type="checkbox"/>
4. Select social media platforms to create awareness about the brand	<input type="checkbox"/>	<input type="checkbox"/>
5. Introduce the brand to the targeted audience	<input type="checkbox"/>	<input type="checkbox"/>
6. Create awareness about the brand and its products	<input type="checkbox"/>	<input type="checkbox"/>
7. Build trust by responding to the queries of customers	<input type="checkbox"/>	<input type="checkbox"/>
8. Ensure presence on multiple social media platforms	<input type="checkbox"/>	<input type="checkbox"/>
9. Offer promotional codes to attract customers	<input type="checkbox"/>	<input type="checkbox"/>

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

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

## Assessors Judgement Guide

<b>Qualification</b>	Brand Journalist (Content Writing)
<b>Competency Standard</b>	Create Brand Awareness
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Signature: _____
<b>Assessment Outcome</b>	<div style="display: flex; justify-content: space-between; align-items: center;"> <span><b>COMPETENT</b> <input type="checkbox"/></span> <span><b>NOT YET COMPETENT</b> <input type="checkbox"/></span> </div> 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

<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>Search the brand and its products</li> <li>Promote the Brand</li> <li>Develop trust in the brand</li> </ul>			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	Read the company profile to understand the brand ideology, vision and products.			
2.	Search for the targeted audience			
3.	Find ways to bridge the gap between the public and the brand			
4.	Select social media platforms to create awareness about the brand			
5.	Introduce the brand to the targeted audience			
6.	Create awareness about the brand and its products			
7.	Build trust by responding to the queries of customers			
8.	Ensure presence on multiple social media platforms			
9.	Offer promotional codes to attract customers			
<b>Competent</b> <input type="checkbox"/>		<b>Not Yet Competent</b> <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	Brand Journalist (Content Writing)
<b>Competency Standard</b>	Create Brand Awareness
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
<b>Assessment Outcome</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <span><b>COMPETENT</b> <input type="checkbox"/></span> <span><b>NOT YET COMPETENT</b> <input type="checkbox"/></span> </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 are the types of movie genres?		
2.	Define your knowledge about movie production.		
3.	Give any two examples of visual elements in movie		

<b>Feedback to the Candidate</b>
<b>Candidate's Signature</b> _____ <b>Assessor's Signature</b> _____