

Instruction Sheet for the Candidate

Qualification	Brand Journalist (Content Writing)
Competency Standard	Ensure internal Communication
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"> • Write memos • Take Minutes of Meeting • Write Letters of Appreciation • Develop periodic reports
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Write memos</p> <ol style="list-style-type: none"> 1. Produce memos to keep the staff updated. 2. Take written response whenever needed. <p>Take Minutes of Meeting</p> <ol style="list-style-type: none"> 3. Make notes on the agenda of meetings and the following discussion 4. Write down minutes 5. Share the minutes with all staff members, whether they attended or missed the meeting 6. Mention the pending assignments/duties <p>Write Letters of Appreciation</p> <ol style="list-style-type: none"> 7. Produce letter of appreciation for the staff members 8. Highlight the achievements and encourage the good work <p>Develop periodic reports</p> <ol style="list-style-type: none"> 9. Generate periodic reports of the ongoing projects to keep the staff informed 10. Set deadline to motivate the staff to finish work in time 11. Share periodic reports regularly

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Brand Journalist (Content Writing)
Competency Standard	Ensure internal Communication
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> Write memos Take Minutes of Meeting Write Letters of Appreciation Develop periodic reports

I can.....

Performance Criteria	Yes	No
1. Produce memos to keep the staff updated.	<input type="checkbox"/>	<input type="checkbox"/>
2. Take written response whenever needed.	<input type="checkbox"/>	<input type="checkbox"/>
3. Make notes on the agenda of meetings and the following discussion	<input type="checkbox"/>	<input type="checkbox"/>
4. Write down minutes	<input type="checkbox"/>	<input type="checkbox"/>
5. Share the minutes with all staff members, whether they attended or missed the meeting	<input type="checkbox"/>	<input type="checkbox"/>
6. Mention the pending assignments/duties	<input type="checkbox"/>	<input type="checkbox"/>
7. Produce letter of appreciation for the staff members	<input type="checkbox"/>	<input type="checkbox"/>
8. Highlight the achievements and encourage the good work	<input type="checkbox"/>	<input type="checkbox"/>
9. Generate periodic reports of the ongoing projects to keep the staff informed	<input type="checkbox"/>	<input type="checkbox"/>
10. Set deadline to motivate the staff to finish work in time	<input type="checkbox"/>	<input type="checkbox"/>
11. Share periodic reports regularly	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

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

Assessment Task	<ul style="list-style-type: none"> Write memos Take Minutes of Meeting Write Letters of Appreciation Develop periodic reports 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Produce memos to keep the staff updated.			
2.	Take written response whenever needed.			
3.	Make notes on the agenda of meetings and the following discussion			
4.	Write down minutes			
5.	Share the minutes with all staff members, whether they attended or missed the meeting			
6.	Mention the pending assignments/duties			
7.	Produce letter of appreciation for the staff members			
8.	Highlight the achievements and encourage the good work			
9.	Generate periodic reports of the ongoing projects to keep the staff informed			
10.	Set deadline to motivate the staff to finish work in time			
11.	Share periodic reports regularly			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Brand Journalist (Content Writing)
Competency Standard	Ensure internal Communication
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-between;"> 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 are short reports?		
2.	What is your understanding with the term official correspondence?		
3.	Define periodic reports?		

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