



ASSESSMENT EVIDENCE GUIDES FOR “TEXTILE & APPAREL MERCHANDISING”

Level-5 (Formative)



Assessment Evidence Guide
for
***“Textile & Apparel
Merchandising”***

(Execute Brand Marketing Strategy)
Level- 5

26th - 30th April 2021



**National Vocational & Technical
Training Commission**

Title of Qualification: National Vocational Certificate Level 5, in (Textile and Apparel Merchandising) “Associate Merchandiser”	CS Code:	Level: 05	Version: 01
Competency Standard Title: <ul style="list-style-type: none"> Execute Brand Marketing Strategy 	Assessment Date (DD/MM/YY):		

Candidate Details	Name: Registration/Roll Number:.....
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):</p> <p>1. Assessment Task 1: Candidate is require to plan a brand strategy by using the tactical levers of 4Ps to launch a new product in market.</p> <p>And complete:</p> <ol style="list-style-type: none"> Knowledge assessment test (Written or Oral) Portfolios at the time of assessment (if any)
Minimum Evidence Required	<p>During a practical assessment, under observation by an assessor, you will complete:</p> <p>Assessment Task 1</p> <p>Performance Criteria 1: Perform competitor/category analysis (Interview, survey, social media, etc.) according to the requirement.</p> <p>Performance Criteria 2: Perform consumer analysis (behaviour, buying power, etc.) using digital media according to the requirement.</p> <p>Performance Criteria 3: Perform STP (Segmentation, Targeting and positioning)</p> <p>Performance Criteria 4: Plan Product requirement according to Market needs</p> <p>Performance Criteria 5: Plan Price requirement according to Market needs</p> <p>Performance Criteria 6: Plan Place requirement according to Market needs</p> <p>Performance Criteria 7: Plan Promotion requirement according to Market needs</p>

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Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: Registration/Roll Number: Candidate Signature:
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: Assessor's code: Signature of the Assessor:

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							

Each Assessment Task (with performance criteria)				
Assessment Task 1		Description of assessment task 1 Candidate is required to plan a brand strategy by using the tactical levers of 4Ps to launch a new product in market.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Performed competitor/category analysis (Interview, survey, social media, etc.) according to the requirement.			
2.	Performed consumer analysis (behaviour, buying power, etc.) using digital media according to the requirement.			
3.	Performed STP (Segmentation, Targeting and positioning)			
4.	Planned Product requirement according to Market needs			
5.	Planned Price requirement according to Market needs			
6.	Planned Place requirement according to Market needs			
7.	Planned Promotion requirement according to Market needs			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Evidence Guide

for

“Textile & Apparel Merchandising”

(Execute Post Production Tasks)
Level-5

26th - 30th April 2021



**National Vocational & Technical
Training Commission**

Title of Qualification: National Vocational Certificate Level 5, in (Textile and Apparel Merchandising) “Associate Merchandiser”	CS Code:	Level: 05	Version: 01
Competency Standard Title: <ul style="list-style-type: none"> Execute Post Production Tasks 	Assessment Date (DD/MM/YY):		

Candidate Details	Name: Registration/Roll Number:
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):</p> <ol style="list-style-type: none"> Assessment Task 1: Candidate is required to design a report of post-production inspection results. Assessment Task 2: Candidate is required to prepare any 3 shipment documents, assigned by assessor. <p>And complete:</p> <ol style="list-style-type: none"> Knowledge assessment test (Written or Oral) Portfolios at the time of assessment (if any)
Minimum Evidence Required	<p>During a practical assessment, under observation by an assessor, you will complete:</p> <p>Assessment Task 1:</p> <p>Performance Criteria 1: Examine Post production inspection results of (Gray fabric, Dyeing, Lab test, Size patterns, Stitching, Cropping, Damages, Ironing, Folding, Packing, etc.)</p> <p>Performance Criteria 2: Analyse the shipment procedure according to the final inspection results.</p> <p>Assessment Task 2:</p> <p>Performance Criteria 1: Calculate CBM by shipment volume</p> <p>Performance Criteria 2: Plan Dispatch</p> <p>Performance Criteria 3: Prepare Shipment Documents (Commercial Invoice, Pro-forma Invoice, Packing list, Bill of lading (Sea shipment), Airway bill (Air shipment), Certificate of goods, Certificate of a origin, Inspection certificate, Compliance certificates (Quality Standards Certificates), etc.</p>

Continued on following page

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:Registration/Roll Number: Candidate Signature:
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor:Assessor's code:..... Signature of the Assessor:

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							

Each Assessment Task (with performance criteria)				
Assessment Task 1		Description of assessment task 1		
		Candidate is required to design a report of post-production inspection results.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Examined Post production inspection results of (Gray fabric, Dyeing, Lab test, Size patterns, Stitching, Cropping, Damages, Ironing, Folding, Packing, etc.)			
2.	Analysed the shipment procedure according to the final inspection results.			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Task 2		Description of assessment task 2		
		Candidate is required to prepare any 3 shipment documents, assigned by assessor.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Calculated CBM by shipment volume			
2.	Planned Dispatch			
3.	Prepared Shipment Documents (Commercial Invoice, Pro-forma Invoice, Packing list, Bill of lading (Sea shipment), Airway bill (Air shipment), Certificate of goods, Certificate of a origin, Inspection certificate, Compliance certificates (Quality Standards Certificates), etc.			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Evidence Guide for

“Textile & Apparel Merchandising”

(Implement Cross Merchandising)
Level -5

26th - 30th April 2021



**National Vocational & Technical
Training Commission**

Title of Qualification: National Vocational Certificate Level 5, in (Textile and Apparel Merchandising) “Associate Merchandiser”	CS Code:	Level: 05	Version: 01
Competency Standard Title: <ul style="list-style-type: none"> Implement Cross Merchandising 	Assessment Date (DD/MM/YY):		

Candidate Details	Name: Registration/Roll Number:
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):</p> <p>1. Assessment Task 1: Candidate is required to design a layout plan (using Adobe Photoshop) of product/industry assigned by accessor, implement cross merchandising, using in-store and external branding techniques also.</p> <p>(Note: Provide simulated environment for ASSESSMENT TASK 1)</p> <p>And complete:</p> <p>3. Knowledge assessment test (Written or Oral)</p> <p>4. Portfolios at the time of assessment (if any)</p>
Minimum Evidence Required	<p>During a practical assessment, under observation by an assessor, you will complete:</p> <p>Assessment Task 1:</p> <p>Performance Criteria 1: Plan In-store promotions (experiential shopping, V.M., through analysis of store, layout lighting, fixtures, props, window, etc.)</p> <p>Performance Criteria 2: Implement In-store branding</p> <p>Performance Criteria 3: Implement external store branding</p> <p>Performance Criteria 4: Plan window displays/Floor plans for cross merchandising using Photoshop software/CAD</p> <p>Performance Criteria 5: Execute window display for cross merchandising</p> <p>Performance Criteria 6: Execute Floor Plans for cross merchandising</p>

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Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:Registration/Roll Number: Candidate Signature:
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor:Assessor's code:..... Signature of the Assessor:

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							

Each Assessment Task (with performance criteria)				
Assessment Task 1		Description of assessment task 1 Candidate is required to design a layout plan (using Adobe Photoshop) of product/industry assigned by assessor, implement cross merchandising, using in-store and external branding techniques also.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Planned In-store promotions (experiential shopping, V.M., through analysis of store, layout lighting, fixtures, props, window, etc.)			
2.	Implemented In-store branding			
3.	Implemented external store branding			
4.	Planned window displays/Floor plans for cross merchandising using Photoshop software/CAD			
5.	Executed window display for cross merchandising			
6.	Executed Floor Plans for cross merchandising			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Evidence Guide for

“Textile & Apparel Merchandising”

**(Manage Financial Budget)
Level-5**

26th - 30th April 2021



**National Vocational & Technical
Training Commission**

Title of Qualification: National Vocational Certificate Level 5, in (Textile and Apparel Merchandising) “Associate Merchandiser”	CS Code:	Level: 05	Version: 01
Competency Standard Title: <ul style="list-style-type: none"> Manage Financial Budget 	Assessment Date (DD/MM/YY):		

Candidate Details	Name: Registration/Roll Number:.....
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):</p> <ol style="list-style-type: none"> Assessment Task 1: Candidate is required to calculate: <ul style="list-style-type: none"> Direct/indirect expenses Deficit budget Assessment Task 2: Candidate is required to calculate: <ul style="list-style-type: none"> Direct/indirect expenses for next 6 months Interest cost and fee in its minimal ranges <p>(Note: Calculation sheets must be provided by assessor to candidate for)</p> <p>And complete:</p> <ol style="list-style-type: none"> Knowledge assessment test (Written or Oral) Portfolios at the time of assessment (if any)
Minimum Evidence Required	<p>During a practical assessment, under observation by an assessor, you will complete:</p> <p>Assessment Task 1:</p> <p>Performance Criteria 1: Calculate current direct/indirect expenses using available information to prepare a budget.</p> <p>Performance Criteria 2: Keep a record of all income and expenses for a short period of time to help estimate on-going expenses.</p> <p>Performance Criteria 3: Subtract total expenses from total income to determine a surplus or deficit budget for the specified period.</p> <p>Performance Criteria 4: Find reasons for a deficit budget and ways to reduce expenditure identified.</p> <p>Performance Criteria 5: Identify ways to increase income.</p> <p>Performance Criteria 6: Analyse income and expenditure and set long term personal financial goals.</p> <p>Performance Criteria 7: Develop a long-term budget based on the outcomes of short-term budgeting.</p> <p>Performance Criteria 8: Identify obstacles that might affect the business</p> <p>Performance Criteria 9: Formulate a regular savings plan based on budget</p>

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Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:Registration/Roll Number: Candidate Signature:
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor:Assessor's code:..... Signature of the Assessor:

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							

Each Assessment Task (with performance criteria)			
Assessment Task 1		Description of assessment task 1 Candidate is require to calculate: <ul style="list-style-type: none"> • Direct/indirect expenses • Deficit budget 	
During the practical assessment, candidate demonstrated the following:		Yes	No
1.	Calculated current direct/indirect expenses using available information to prepare a budget.		
2.	Kept a record of all income and expenses for a short period of time to help estimate on-going expenses		
3.	Subtracted total expenses from total income to determine a surplus or deficit budget for the specified period.		
4.	Found reasons for a deficit budget and ways to reduce expenditure identified.		
5.	Identified ways to increase income.		
6.	Analysed income and expenditure and set long term personal financial goals.		
7.	Developed a long-term budget based on the outcomes of short-term budgeting.		
8.	Identified obstacles that might affect the business		
9.	Formulated a regular savings plan based on budget		
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>	

Assessment Task 2		Description of assessment task 2		
		Candidate is require to calculate: <ul style="list-style-type: none"> • Direct/indirect expenses for next 6 months • Interest cost and fee in its minimal ranges 		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Determined sources to maximize project finances			
2.	Identified the need for debt to finance direct/indirect expenses			
3.	Consolidated existing debt, where possible, to minimize interest costs and fees			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		



ASSESSMENT EVIDENCE GUIDES FOR “TEXTILE & APPAREL MERCHANDISING”

Level-5 (Summative)



Assessment Evidence Guide

for

“Textile & Apparel Merchandising”

Level-5
(Summative Assessment)

26th - 30th April 2021



**National Vocational & Technical
Training Commission**

Title of Qualification: National Vocational Certificate Level 5, in (Textile and Apparel Merchandising) “Associate Merchandiser”	CS Code:	Level: 05	Version: 01
Competency Standard Title: A. Execute post production tasks B. Implement Cross Merchandising C. Execute Brand Marketing Strategy D. Manage Financial Budget E. Practice Professionalism	Assessment Date (DD/MM/YY): Assessment Time: 05 hrs.		

Candidate Details	Name: Registration/Roll Number:.....
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):</p> <ol style="list-style-type: none"> Assessment Task 1: Candidate is required to design a floor plan and in-store promotions (using software) for cross merchandising of multiple products. Assessment Task 2: Candidate is required to plan a target market, budget and calculate 4ps for any garment (T-shirt OR Shirt) assigned by assessor. <p>And complete:</p> <ol style="list-style-type: none"> Knowledge assessment test (Written or Oral) Portfolios at the time of assessment (if any)
Minimum Evidence Required	<p>During a practical assessment, under observation by an assessor, you will complete:</p> <p>Assessment Task 1</p> <p>Performance Criteria 1: Plan window displays/Floor plans for cross merchandising using Photoshop software/CAD</p> <p>Performance Criteria 2: Plan In-store promotions (experiential shopping, V.M., through analysis of store, layout lighting, fixtures, props, window, etc.)</p> <hr/> <p>Assessment Task 2</p> <p>Performance Criteria 1: Perform STP (Segmentation, Targeting and positioning)</p> <p>Performance Criteria 2: Plan long term business objectives (Market shares)</p> <p>Performance Criteria 3: Plan Product requirement according to Market needs</p> <p>Performance Criteria 4: Plan Price requirement according to Market needs</p> <p>Performance Criteria 5: Plan Place requirement according to Market needs</p> <p>Performance Criteria 6: Plan Promotion requirement according to Market needs</p> <p>Performance Criteria 7: Calculate current direct/indirect expenses using available information to prepare a budget.</p>

	<p>Performance Criteria 8: Keep a record of all income and expenses for a short period of time to help estimate on-going expenses.</p> <p>Performance Criteria 9: Subtract total expenses from total income to determine a surplus or deficit budget for the specified period.</p>
	<p>Portfolios required at the time of assessment (if any) for</p> <p>Performance Criteria 1: File/Folder of Execute post production tasks</p> <p>Performance Criteria 2: File/Folder of Implement Cross Merchandising</p> <p>Performance Criteria 3: File/Folder of Execute Brand Marketing Strategy</p> <p>Performance Criteria 4: File/Folder of Manage Financial Budget</p>

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Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: Registration/Roll Number: Candidate Signature:.....
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: Assessor's code: Signature of the Assessor:.....

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							

Each Assessment Task (with performance criteria)				
Assessment Task 1		Description of assessment task 1 Candidate is required to design a floor plan and in-store promotions (using software) for cross merchandising of multiple products.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Plan window displays/Floor plans for cross merchandising using Photoshop software/CAD			
2	Plan In-store promotions (experiential shopping, V.M., through analysis of store, layout lighting, fixtures, props, window, etc.)			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Task 2		Description of assessment task 2 Candidate is required to plan a target market, budget and calculate 4ps for any garment (T-shirt OR Shirt) assigned by assessor.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Perform STP (Segmentation, Targeting and positioning)			
2	Plan long term business objectives (Market shares)			
3	Plan Product requirement according to Market needs			
4	Plan Price requirement according to Market needs			
5	Plan Place requirement according to Market needs			
6	Plan Promotion requirement according to Market needs			
7	Calculate current direct/indirect expenses using available information to prepare a budget.			
8	Keep a record of all income and expenses for a short period of time to help estimate on-going expenses.			
9	Subtract total expenses from total income to determine a surplus or deficit budget for the specified period.			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Portfolio		Description of Portfolio Candidate is required to present a portfolio including:		
Current <input type="checkbox"/>	Sufficient <input type="checkbox"/>	Authentic <input type="checkbox"/>	Valid <input type="checkbox"/>	Reliable <input type="checkbox"/>
Portfolio meet the following performance standards:		Yes	No	Remarks
1	File/Folder of Execute post production tasks			
2	File/Folder of Implement Cross Merchandising			
3	File/Folder of Execute Brand Marketing Strategy			
4	File/Folder of Manage Financial Budget			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		