

Qualification Pack



Sales Executive (Media Org)

QP Code: MES/Q0203

Version: 2.0

NSQF Level: 4

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Qualification Pack

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MES/Q0203: Sales Executive (Media Org)

Brief Job Description

Individuals at this job are responsible to close sales transactions with new and existing clients

Personal Attributes

This job requires the individual to achieve sales targets set by the sales manager. The individual is responsible to acquire new clients, develop proposals for new and existing clients and close sales orders.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [MES/N0204: Develop advertising sales proposals](#)
2. [MES/N0205: Acquire and maintain advertising sales clients](#)
3. [MES/N0211: Close an advertising sales order](#)
4. [MES/N0104: Maintain Workplace Health & Safety](#)
5. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad Sales/Account Management/Scheduling/Traffic
Country	India
NSQF Level	4
Credits	15
Aligned to NCO/ISCO/ISIC Code	NCO2015- 2431.0651
Minimum Educational Qualification & Experience	12th Class with 1 Year of experience OR I.T.I (2 years after 10th) with 1 Year of experience

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Minimum Level of Education for Training in School	10th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	NA
Next Review Date	24/02/2027
NSQC Approval Date	24/02/2022
Version	2.0
Reference code on NQR	2022/ME/MESC/06903
NQR Version	2.0

Remarks:

This QP was approved in 2015 and NSQC Extended it in 2019 without any change in QP. Therefore, NQR code used is of 2019.

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MES/N0204: Develop advertising sales proposals

Description

This OS unit is about developing sales proposals for advertising sales

Elements and Performance Criteria

Developing advertising sales proposals for media agencies and leading companies across industry sectors

To be competent, the user/individual on the job must be able to:

- PC1.** calculate ad-value for the proposed advertisement placements, taking into account key variables (e.g. reach/time-spent, readership, listenership/time-spent, page views, impressions, occupancy/availability, client credit limit)
- PC2.** conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers
- PC3.** perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process
- PC4.** articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies
- PC5.** develop and submit proposals within the timeframe agreed and in the format requested by the client

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** pricing policies at the organization
- KU2.** The sales process being followed by the organization
- KU3.** The key activities involved in sales processes and collections
- KU4.** Applicable legal and confidentiality guidelines, procedures and terms and
- KU5.** conditions
- KU6.** How to set-up and take down working platforms required to complete the job
- KU7.** How to select the right adhesives based on the identified surface and choice of metal leaf to be applied
- KU8.** Techniques for correctly placing and applying metal leaf
- KU9.** Techniques for burnishing, buffing and polishing the surface to achieve a uniform metallic finish
- KU10.** Check for any defects, blotches or marks and repair them to achieve the required finish
- KU11.** Applicable health and safety guidelines, and minimizing the risk to the individuals own health and safety as well as those around him/ her
- KU12.** advertisement rates for the spectrum of advertising possibilities available
- KU13.** discount percentages and when they apply
- KU14.** the products/services offered by your organization as opposed to those by your competitors

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- KU15.** organizational policies for constructing proposals and submitting recommendations, including a proposals format, readability, the imperatives it must incorporate and the terms and conditions for serving different clients.
- KU16.** departments within the organization that may provide information and assistance in preparing the proposal e.g. marketing, production
- KU17.** ad-rates and how variables (like reach/time-spent, readership, listenership/time-spent, page views, impressions, occupancy/availability, client credit limit) influence them
- KU18.** how to read and analyse audience and market information and derive trends that can aid development of proposals
- KU19.** fundamentals of Microsoft Office tools, especially Microsoft PowerPoint
- KU20.** advertisement value calculation methods
- KU21.** how to develop and deliver advertising packages for single/multiple mediums i.e. channels/stations/publications/websites/assets; and platforms i.e. across television, radio, print and digital
- KU22.** how advertisement innovations and variations affect advertisement rates
- KU23.** how to calculate key metrics such as inventory fill-rate, overall effective rates and discount ratios
- KU24.** relevant legislation, organizational practices, and ethical standards
- KU25.** data banks and statistical tools that will enhance the proposal

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** construct proposals that showcase the advantages of advertising via your organization, and adequately sell the developed solution
- GS2.** Generate and maintain reports on billing and collections
- GS3.** inventory sold, rate at which sold, average debtors etc.
- GS4.** Convey the estimated resource requirements (time, people, materials, budget) and any constraints/ limitations
- GS5.** Make relevant decisions related to the area of work
- GS6.** Plan his/her work according to the requirements and agreed timelines
- GS7.** Manage within the agreed budget and minimize wastage
- GS8.** Identify any problems with successful execution of the task
- GS9.** Communicate these to the production design team and identify solutions
- GS10.** check that the work done meets project requirements
- GS11.** Have a keen eye for detail and maintain an aesthetic sense towards the final output
- GS12.** Appraise the quality of the work done to ensure it is in line with initial concept and quality standards
- GS13.** develop an understanding of the clients business, competitors, and customers, and relate them to the organisations service offering
- GS14.** research competitors offerings so as to be able to communicate a competitive advantage over the competition
- GS15.** read and gather reference information from proposals developed in the past



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- GS16.** liaise with relevant departments within the organization for data-points and information to put the proposal together
- GS17.** plan work to be able to prepare proposals within the time-frame
- GS18.** maintain a database of proposals developed previously
- GS19.** construct proposals and provide recommendations based on the clients needs and within the budget available for advertising
- GS20.** conduct a comparative analysis between the services of the organization and those of the competitors
- GS21.** analyze feedback from internal stakeholders and clients to help improve future proposals

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Developing advertising sales proposals for media agencies and leading companies across industry sectors</i>	50	50	-	-
PC1. calculate ad-value for the proposed advertisement placements, taking into account key variables (e.g. reach/time-spent, readership, listenership/time-spent, page views, impressions, occupancy/availability, client credit limit)	10	10	-	-
PC2. conduct audience analysis including consumption habits, lifestyles, ratings illustrations and comparison with peers	10	10	-	-
PC3. perform costing procedures for key variables and calculate potential adjustments that could be factored in during the negotiation process	10	10	-	-
PC4. articulate the sales process and provide recommendations to the client on the relevant legislation, standards and policies	10	10	-	-
PC5. develop and submit proposals within the timeframe agreed and in the format requested by the client	10	10	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0204
NOS Name	Develop advertising sales proposals
Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

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MES/N0205: Acquire and maintain advertising sales clients

Description

This OS unit is about attracting and maintaining potential advertising sales clients.

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

- PC1.** identify potential clients and build a client base through personal networks, and through primary and secondary research
- PC2.** understand the clients need to advertise in a particular market
- PC3.** analyze the types resources available in a particular market
- PC4.** market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** features and characteristics of the organization/services and its competitive advantages and weaknesses in comparison with peers
- KU2.** The sales process being followed by the organization
- KU3.** The key activities involved in sales processes and collections
- KU4.** Applicable legal and confidentiality guidelines, procedures and terms and
- KU5.** conditions
- KU6.** How to set-up and take down working platforms required to complete the job
- KU7.** How to select the right adhesives based on the identified surface and choice of metal leaf to be applied
- KU8.** Techniques for correctly placing and applying metal leaf
- KU9.** Techniques for burnishing, buffing and polishing the surface to achieve a uniform metallic finish
- KU10.** Check for any defects, blotches or marks and repair them to achieve the required finish
- KU11.** Applicable health and safety guidelines, and minimizing the risk to the individuals own health and safety as well as those around him/ her
- KU12.** the exposure (reach, readership, listenership, page-views) that the company provides in different markets in comparison with peers
- KU13.** the companys sales strategy, targets, and objectives
- KU14.** the companys sales processes and inventory management practices
- KU15.** the fundamentals of marketing and advertising
- KU16.** the market and industry that clients operate in
- KU17.** how to read and analyze audience and market information and derive trends that can be used to pitch to potential clients

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- KU18.** the audience for different markets, day parts/publications/online pages
- KU19.** how to make use of probing/questioning techniques to identify clients needs
- KU20.** how to position the brand value of the organization in relation to peers
- KU21.** how to position the companys offering effectively to a potential client
- KU22.** how to identify sales opportunities while managing existing client relationships
- KU23.** life-time client value measurement methods
- KU24.** applicable legal and regulatory guidelines

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** organize and store documentation detailing correspondence and conversations with clients, and any agreements that may have been reached
- GS2.** Generate and maintain reports on billing and collections
- GS3.** inventory sold, rate at which sold, average debtors etc.
- GS4.** Convey the estimated resource requirements (time, people, materials, budget) and any constraints/ limitations
- GS5.** Make relevant decisions related to the area of work
- GS6.** Plan his/her work according to the requirements and agreed timelines
- GS7.** Manage within the agreed budget and minimize wastage
- GS8.** Identify any problems with successful execution of the task
- GS9.** Communicate these to the production design team and identify solutions
- GS10.** check that the work done meets project requirements
- GS11.** Have a keen eye for detail and maintain an aesthetic sense towards the final output
- GS12.** Appraise the quality of the work done to ensure it is in line with initial concept and quality standards
- GS13.** archive information about clients that may be beneficial in strengthening relationships with them in the future
- GS14.** create and maintain client databases
- GS15.** research the clients business, industry, product/service, target market and past marketing efforts
- GS16.** gather information on the consumption habits of the target audience
- GS17.** research the services offered by competitors and their business model
- GS18.** identify and network with potential clients through personal networks, recommendations from existing clients, cold calls, industry events
- GS19.** make contact and build rapport with identified potential clients
- GS20.** network with content production teams to identify opportunities for media integrations
- GS21.** assess the costs, risks, benefits and long-term prospects of establishing a professional relationship with a potential client, and decide whether to initiate contact
- GS22.** use life-time value/profitability measurement techniques (to establish customer value)

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. identify potential clients and build a client base through personal networks, and through primary and secondary research	15	10	-	-
PC2. understand the clients need to advertise in a particular market	10	15	-	-
PC3. analyze the types resources available in a particular market	10	15	-	-
PC4. market the credibility and track record of your organization to potential clients, and sell them the benefits of advertising through it	15	10	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0205
NOS Name	Acquire and maintain advertising sales clients
Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

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MES/N0211: Close an advertising sales order

Description

This OS unit is about negotiating and closing the advertising sales transaction and finalizing the relevant documentation and sales contracts

Elements and Performance Criteria

Element Performance Criteria Negotiating and closing an advertising sale deal

To be competent, the user/individual on the job must be able to:

- PC1.** provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory
- PC2.** ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization
- PC3.** negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organisation
- PC4.** identify opportunities to cross-sell other sources of revenue such as media integrations, events and activations etc.

Coordinating with internal teams

To be competent, the user/individual on the job must be able to:

- PC5.** draft sales agreements/contracts and liaise with the legal team to vet them
- PC6.** make arrangements with the relevant teams within the organization to ensure execution of the contract
- PC7.** troubleshoot and manage client crises through effective communication and team support

Communicating clearly with the clients

To be competent, the user/individual on the job must be able to:

- PC8.** negotiate barter deals with clients after carrying out a detailed cost-benefit analysis to ensure that the deal would be beneficial for the organization
- PC9.** clearly communicate the scope of the agreement with the client and set out realistic expectations regarding effectiveness of the advertising

Timely collection of dues owed by clients

To be competent, the user/individual on the job must be able to:

- PC10.** monitor billing details and outstanding dues, ensuring that dues are collected on time through the respective sales manager

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** features and characteristics of the organization/services and its competitive advantages and weaknesses in comparison with peers
- KU2.** the organisations total and available advertising inventory
- KU3.** the organizations benchmark advertisement rates and discount rates

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- KU4.** the procedures in place for negotiating sales contracts
- KU5.** acceptable modes of payment and credit periods, as per the organisations accounting and finance policies
- KU6.** fundamentals of sales, marketing and advertising
- KU7.** extensive knowledge of the industry in which the organization operates
- KU8.** record and manage daily sales mis
- KU9.** how to carry out a cost-benefit analysis to build a case for barter contracts
- KU10.** persuasive selling techniques
- KU11.** multiple-media selling, up-selling, and add-on sale techniques
- KU12.** how to identify buying signals (given by client) and act upon them in an appropriate manner
- KU13.** how to draft a sales agreement and other standard contracts
- KU14.** country-specific regulations and terms
- KU15.** applicable legal and ethical standards

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** draft sales agreements listing out terms of sale as negotiated with the client
- GS2.** undertake background research on the client
- GS3.** analyze details of preliminary proposals submitted to the client
- GS4.** read and draw references from sales agreements and proposals drawn up in the past
- GS5.** effectively negotiate business and financial terms with the client
- GS6.** deploy smart-selling and persuasive techniques to convince clients and respond to queries effectively
- GS7.** liaise with the legal department to vet and finalise sales agreements
- GS8.** communicate client requirements to the relevant teams (e.g. creative/production/back-end sales/traffic etc.) to ensure that the commitments made are met
- GS9.** decide on the appropriate advertisement rate and discount for each client, ensuring that the maximum value is obtained from the available inventory
- GS10.** develop and employ a contingency plan should negotiations fall through
- GS11.** ensure that the clients needs and objectives are met, and the terms of the deal are mutually beneficial
- GS12.** identify issues that may arise during the sales process and find solutions to address them
- GS13.** capably manage and deal with client objections regarding the proposal
- GS14.** determine the need and benefits of barter deals and volume discounts prior to entering into them
- GS15.** analyse the negotiation process and determine new and innovative ways to close deals

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Element Performance Criteria Negotiating and closing an advertising sale deal</i>	20	20	-	-
PC1. provide a convincing proposition to the client and negotiate to derive the maximum revenue from the available inventory	5	5	-	-
PC2. ensure that the advertisement rates are higher or equal to the benchmark rates set by the organization	5	5	-	-
PC3. negotiate volume discounts with agencies to sell inventory in advance at rates that are in line with benchmark discount rates set by the organisation	5	5	-	-
PC4. identify opportunities to cross-sell other sources of revenue such as media integrations, events and activations etc.	5	5	-	-
<i>Coordinating with internal teams</i>	15	15	-	-
PC5. draft sales agreements/contracts and liaise with the legal team to vet them	5	5	-	-
PC6. make arrangements with the relevant teams within the organization to ensure execution of the contract	5	5	-	-
PC7. troubleshoot and manage client crises through effective communication and team support	5	5	-	-
<i>Communicating clearly with the clients</i>	10	10	-	-
PC8. negotiate barter deals with clients after carrying out a detailed cost-benefit analysis to ensure that the deal would be beneficial for the organization	5	5	-	-
PC9. clearly communicate the scope of the agreement with the client and set out realistic expectations regarding effectiveness of the advertising	5	5	-	-
<i>Timely collection of dues owed by clients</i>	5	5	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. monitor billing details and outstanding dues, ensuring that dues are collected on time through the respective sales manager	5	5	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0211
NOS Name	Close an advertising sales order
Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital, Out-of-home
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

Qualification Pack

MES/N0104: Maintain Workplace Health & Safety

Description

This OS unit is about contributing towards maintaining a healthy, safe and secure working environment

Elements and Performance Criteria

Understanding the health, safety and security risks prevalent in the workplace

To be competent, the user/individual on the job must be able to:

- PC1.** understand and comply with the organizations current health, safety and security policies and procedures
- PC2.** understand the safe working practices pertaining to own occupation
- PC3.** understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises
- PC4.** participate in organization health and safety knowledge sessions and drills

Knowing the people responsible for health and safety and the resources available

To be competent, the user/individual on the job must be able to:

- PC5.** identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency
- PC6.** identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms

Identifying and reporting risks

To be competent, the user/individual on the job must be able to:

- PC7.** identify aspects of your workplace that could cause potential risk to own and others health and safety
- PC8.** ensure own personal health and safety, and that of others in the workplace through precautionary measures
- PC9.** identify and recommend opportunities for improving health, safety, and security to the designated person
- PC10.** report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected

Complying with procedures in the event of an emergency

To be competent, the user/individual on the job must be able to:

- PC11.** follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard
- PC12.** identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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- KU1.** Organizations norms and policies relating to health and safety
- KU2.** Government norms and policies regarding health and safety and related emergency procedures
- KU3.** Limits of authority while dealing with risks/ hazards
- KU4.** The importance of maintaining high standards of health and safety at a workplace
- KU5.** The different types of health and safety hazards in a workplace
- KU6.** Safe working practices for own job role
- KU7.** Evacuation procedures and other arrangements for handling risks
- KU8.** Names and contact numbers of people responsible for health and safety in a workplace
- KU9.** How to summon medical assistance and the emergency services, where necessary
- KU10.** Vendors or manufacturers instructions for maintaining health and safety while using equipment, systems and/or machines

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** how to write and provide feedback regarding health and safety to the concerned people
- GS2.** how to write and highlight potential risks or report a hazard to the concerned people
- GS3.** read instructions, policies, procedures and norms relating to health and safety
- GS4.** highlight potential risks and report hazards to the designated people
- GS5.** listen and communicate information with all anyone concerned or affected
- GS6.** make decisions on a suitable course of action or plan
- GS7.** plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS8.** apply problem solving approaches in different situations
- GS9.** understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority
- GS10.** apply balanced judgments in different situations
- GS11.** How to write and provide feedback regarding health and safety to the concerned people
- GS12.** How to write and highlight potential risks or report a hazard to the concerned people
- GS13.** Read instructions, policies, procedures and norms relating to health and safety
- GS14.** Highlight potential risks and report hazards to the designated people
- GS15.** Listen and communicate information with all anyone concerned or affected
- GS16.** Make decisions on a suitable course of action or plan
- GS17.** Plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority
- GS18.** Apply problem solving approaches in different situations
- GS19.** build and maintain positive and effective relationships with colleges and customers
- GS20.** analyze data and activities
- GS21.** Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority



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GS22. Apply balanced judgments in different situations

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Understanding the health, safety and security risks prevalent in the workplace</i>	15	15	-	-
PC1. understand and comply with the organizations current health, safety and security policies and procedures	5	5	-	-
PC2. understand the safe working practices pertaining to own occupation	5	5	-	-
PC3. understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises	3	2	-	-
PC4. participate in organization health and safety knowledge sessions and drills	2	3	-	-
<i>Knowing the people responsible for health and safety and the resources available</i>	10	10	-	-
PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	5	5	-	-
PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	5	5	-	-
<i>Identifying and reporting risks</i>	18	17	-	-
PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety	5	5	-	-
PC8. ensure own personal health and safety, and that of others in the workplace through precautionary measures	5	5	-	-
PC9. identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected	5	5	-	-
<i>Complying with procedures in the event of an emergency</i>	7	8	-	-
PC11. follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard	5	5	-	-
PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	2	3	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	MES/N0104
NOS Name	Maintain Workplace Health & Safety
Sector	Media & Entertainment
Sub-Sector	Film, Television, Animation, Gaming, Radio, Advertising
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	24/02/2027
NSQC Clearance Date	24/02/2022

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DGT/VSQ/N0102: Employability Skills (60 Hours)

Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

Elements and Performance Criteria

Introduction to Employability Skills

To be competent, the user/individual on the job must be able to:

- PC1.** identify employability skills required for jobs in various industries
- PC2.** identify and explore learning and employability portals

Constitutional values - Citizenship

To be competent, the user/individual on the job must be able to:

- PC3.** recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.
- PC4.** follow environmentally sustainable practices

Becoming a Professional in the 21st Century

To be competent, the user/individual on the job must be able to:

- PC5.** recognize the significance of 21st Century Skills for employment
- PC6.** practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life

Basic English Skills

To be competent, the user/individual on the job must be able to:

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- PC7.** use basic English for everyday conversation in different contexts, in person and over the telephone
- PC8.** read and understand routine information, notes, instructions, mails, letters etc. written in English
- PC9.** write short messages, notes, letters, e-mails etc. in English

Career Development & Goal Setting

To be competent, the user/individual on the job must be able to:

- PC10.** understand the difference between job and career
- PC11.** prepare a career development plan with short- and long-term goals, based on aptitude

Communication Skills

To be competent, the user/individual on the job must be able to:

- PC12.** follow verbal and non-verbal communication etiquette and active listening techniques in various settings
- PC13.** work collaboratively with others in a team

Diversity & Inclusion

To be competent, the user/individual on the job must be able to:

- PC14.** communicate and behave appropriately with all genders and PwD
- PC15.** escalate any issues related to sexual harassment at workplace according to POSH Act

Financial and Legal Literacy

To be competent, the user/individual on the job must be able to:

- PC16.** select financial institutions, products and services as per requirement
- PC17.** carry out offline and online financial transactions, safely and securely
- PC18.** identify common components of salary and compute income, expenses, taxes, investments etc
- PC19.** identify relevant rights and laws and use legal aids to fight against legal exploitation

Essential Digital Skills

To be competent, the user/individual on the job must be able to:

- PC20.** operate digital devices and carry out basic internet operations securely and safely
- PC21.** use e- mail and social media platforms and virtual collaboration tools to work effectively
- PC22.** use basic features of word processor, spreadsheets, and presentations

Entrepreneurship

To be competent, the user/individual on the job must be able to:

- PC23.** identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research
- PC24.** develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion
- PC25.** identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity

Customer Service

To be competent, the user/individual on the job must be able to:

- PC26.** identify different types of customers
- PC27.** identify and respond to customer requests and needs in a professional manner.

Qualification Pack

PC28. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

To be competent, the user/individual on the job must be able to:

PC29. create a professional Curriculum vitae (Résumé)

PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively

PC31. apply to identified job openings using offline /online methods as per requirement

PC32. answer questions politely, with clarity and confidence, during recruitment and selection

PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills and different learning and employability related portals

KU2. various constitutional and personal values

KU3. different environmentally sustainable practices and their importance

KU4. Twenty first (21st) century skills and their importance

KU5. how to use English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up

KU6. importance of career development and setting long- and short-term goals

KU7. about effective communication

KU8. POSH Act

KU9. Gender sensitivity and inclusivity

KU10. different types of financial institutes, products, and services

KU11. how to compute income and expenditure

KU12. importance of maintaining safety and security in offline and online financial transactions

KU13. different legal rights and laws

KU14. different types of digital devices and the procedure to operate them safely and securely

KU15. how to create and operate an e- mail account and use applications such as word processors, spreadsheets etc.

KU16. how to identify business opportunities

KU17. types and needs of customers

KU18. how to apply for a job and prepare for an interview

KU19. apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read and write different types of documents/instructions/correspondence

GS2. communicate effectively using appropriate language in formal and informal settings



Qualification Pack

- GS3.** behave politely and appropriately with all
- GS4.** how to work in a virtual mode
- GS5.** perform calculations efficiently
- GS6.** solve problems effectively
- GS7.** pay attention to details
- GS8.** manage time efficiently
- GS9.** maintain hygiene and sanitization to avoid infection

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	1	1	-	-
PC1. identify employability skills required for jobs in various industries	-	-	-	-
PC2. identify and explore learning and employability portals	-	-	-	-
<i>Constitutional values - Citizenship</i>	1	1	-	-
PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
PC4. follow environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	2	4	-	-
PC5. recognize the significance of 21st Century Skills for employment	-	-	-	-
PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
<i>Basic English Skills</i>	2	3	-	-
PC7. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
PC9. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
<i>Career Development & Goal Setting</i>	1	2	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. understand the difference between job and career	-	-	-	-
PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
<i>Communication Skills</i>	2	2	-	-
PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
PC13. work collaboratively with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	2	-	-
PC14. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
<i>Financial and Legal Literacy</i>	2	3	-	-
PC16. select financial institutions, products and services as per requirement	-	-	-	-
PC17. carry out offline and online financial transactions, safely and securely	-	-	-	-
PC18. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
<i>Essential Digital Skills</i>	3	4	-	-
PC20. operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
PC21. use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
PC22. use basic features of word processor, spreadsheets, and presentations	-	-	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Entrepreneurship</i>	2	3	-	-
PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
<i>Customer Service</i>	1	2	-	-
PC26. identify different types of customers	-	-	-	-
PC27. identify and respond to customer requests and needs in a professional manner.	-	-	-	-
PC28. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	2	3	-	-
PC29. create a professional Curriculum vitae (Résumé)	-	-	-	-
PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
PC31. apply to identified job openings using offline /online methods as per requirement	-	-	-	-
PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
NOS Total	20	30	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0102
NOS Name	Employability Skills (60 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	NA
Next Review Date	20/11/2025
NSQC Clearance Date	20/11/2020

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Qualification Pack

Minimum Aggregate Passing % at QP Level : 70

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
MES/N0204.Develop advertising sales proposals	50	50	-	-	100	30
MES/N0205.Acquire and maintain advertising sales clients	50	50	-	-	100	25
MES/N0211.Close an advertising sales order	50	50	-	-	100	25
MES/N0104.Maintain Workplace Health & Safety	50	50	-	-	100	10
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	10
Total	220	230	-	-	450	100



Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Qualification Pack

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.
Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.

Qualification Pack

Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
AD VIEWS	Total number of times the advertisement has been seen by the audience
BARTER	An offer in which advertisement space/time is exchanged for goods/ non-monetary consideration
BILLING	The total invoiced value payable by the client for the advertisement time/space purchased
BUDGET	Budget is an estimate of the total cost of production that may include a break-up of cost components
CAMPAIGN	Advertisement effort across media platforms, planned during a specific time period
DAY PARTS	Specific time-slots during the day
EFFECTIVE RATE	The final advertisement rate offered to the client after discounts
FREQUENCY	The number of times the audience is exposed to an advertisement in a particular medium
MAKE-GOOD	A repeat run of an advertisement to compensate for an error or omission by the broadcaster
MARKET SHARE	The share of the company in the total market of a product/service

Qualification Pack

MEDIA BUYER	An individual handling purchases of advertising space/time across advertising mediums
MEDIA PLANNER	An individual skilled in selecting and determining the correct use of advertising space/media on behalf of an advertiser
RATE	The fee for a unit of advertisement space or time
REACH	The total size of the audience that the medium is able to communicate with
SALES FORECAST	Predictions and estimates based on historical sales performance using trends and assumptions for the current period
SCHEDULE	A list of advertisements planned to be a part of the campaign
SPONSORSHIP	Paid advertising in the form of specifically generated programming/content advertising for the product/service of the client
TARGET AUDIENCE	Set of individuals with similar characteristics that are prospective customers of the advertisers' product/service
TARGET MARKET	The geographic area over which the advertising campaign is focused
SECTOR	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
SUB-SECTOR	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
VERTICAL	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
OCCUPATION	Occupation is a set of job roles, which perform similar/related set of functions in an industry
FUNCTION	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.
SUB-FUNCTIONS	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
JOB ROLE	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.

Qualification Pack

OCCUPATIONAL STANDARDS (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
PERFORMANCE CRITERIA	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
NATIONAL OCCUPATIONAL STANDARDS (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.
QUALIFICATION PACK CODE	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
QUALIFICATION PACK (QP)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
UNIT CODE	Unit Code is a unique identifier for an Occupational Standard, which is denoted by an "NSQ".
UNIT TITLE	Unit Title gives a clear overall statement about what the incumbent should be able to do.
DESCRIPTION	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
SCOPE	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
KNOWLEDGE AND UNDERSTANDING	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
ORGANIZATIONAL CONTEXT	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
TECHNICAL KNOWLEDGE	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
CORE SKILLS/GENERIC SKILLS	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.