





## Qualification Pack

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## Qualification Pack

### MES/Q0205: Traffic Coordinator (Media Organisations)

#### Brief Job Description

Individuals at this job are responsible for managing and scheduling advertisement inventory

#### Personal Attributes

This job requires the individual to manage inventory and schedule advertisements for a broadcasting company. The individual needs to be well versed with the daily programme schedules and must be able to coordinate with the programming teams, as well as the agencies, to receive information on the duration of programmes/advertisements to prepare playout schedules and make adjustments in the event of any changes.

#### Applicable National Occupational Standards (NOS)

##### Compulsory NOS:

1. [MES/N0207: Schedule advertisements](#)
2. [MES/N0212: Track inventory](#)
3. [MES/N0216: Prepare MIS reports](#)
4. [MES/N0104: Maintain Workplace Health & Safety](#)

#### Qualification Pack (QP) Parameters

<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Television, Radio
<b>Occupation</b>	Ad Sales/Account Management/Scheduling/Traffic
<b>Country</b>	India
<b>NSQF Level</b>	4
<b>Credits</b>	NA
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO 2015- 2431.0671



## Qualification Pack

<b>Minimum Educational Qualification &amp; Experience</b>	12th Class with 1 Year of experience OR I.T.I (2 years after 10th) with 1 Year of experience OR 8th Class (With ITI) with 3 Years of experience
<b>Minimum Level of Education for Training in School</b>	10th Class
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	18 Years
<b>Last Reviewed On</b>	NA
<b>Next Review Date</b>	23/02/2027
<b>NSQC Approval Date</b>	24/02/2022
<b>Version</b>	2.0
<b>Reference code on NQR</b>	2022/ME/MESC/05440
<b>NQR Version</b>	1.0

### Remarks:



## Qualification Pack

### MES/N0207: Schedule advertisements

#### Description

This OS unit is about scheduling and managing the advertisement inventory

#### Elements and Performance Criteria

##### *Advertisement scheduling/ rescheduling*

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

- PC1.** schedule advertisements using the inventory scheduling software and create daily broadcast schedules/logs
- PC2.** check all necessary information with the clients
- PC3.** make changes to the logs, to accommodate requests/changes by the content production teams/ agency

##### *Coordination with the agency*

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

- PC4.** understand instructions and exceptions from the agency/ through sales contracts
- PC5.** ensure that agencies requirements are passed on promptly to those responsible for fulfilling them
- PC6.** where orders cannot be processed, note the reasons and promptly report them to relevant people in the organization

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the total advertisement inventory available with the organization
- KU2.** the sales process being followed by the organization and the key activities involved with respect to the individuals role
- KU3.** the people to liaise with to approve and finalize advertisement schedules
- KU4.** the principles of broadcast traffic operations
- KU5.** the fundamentals of broadcast technical operations
- KU6.** the features/workings of scheduling software and how to use it effectively
- KU7.** how to monitor available inventory at all times
- KU8.** how to calculate the exact time available for paid and promotional ads
- KU9.** how to schedule advertisements keeping in mind exceptions and special requests made by the agency
- KU10.** how to re-schedule advertisements upon changes in content duration and scheduling made by the content production teams
- KU11.** how to check the format and quality of advertisements and ensure they are fit for airing
- KU12.** applicable legal and regulatory requirements including broadcasting rules and regulations

#### Generic Skills (GS)



## Qualification Pack

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

- GS1.** prepare daily traffic logs and generate MIS reports as per the needs of the relevant parties (such as sales team members and station Head)
- GS2.** read programmer schedules and determine the time available for scheduling paid and promotional advertisements
- GS3.** read release orders to determine the number and duration of inventory that needs to be scheduled
- GS4.** read and verify daily playout logs to ensure accuracy in invoicing and collections
- GS5.** coordinate with agencies/ customers to clarify requirements (such as timing and duration) and communicate constraints, if any
- GS6.** coordinate with the programming team to receive information on the source and duration of various programs
- GS7.** coordinate with centers for TOs, ROs, ad rate queries and booking rates
- GS8.** liaise with the sales operations team to ensure that information pertaining to playout of advertisements is reflected in accurate billing and invoicing
- GS9.** schedule inventory on the basis of time available between planned programs
- GS10.** re-schedule paid and promotional advertisements upon changes in the program schedules
- GS11.** identify technical problems associated with the successful working of the scheduling software, and ensure that it is resolved by the relevant teams

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Advertisement scheduling/ rescheduling</i>	<b>25</b>	<b>25</b>	-	-
<b>PC1.</b> schedule advertisements using the inventory scheduling software and create daily broadcast schedules/logs	10	10	-	-
<b>PC2.</b> check all necessary information with the clients	5	5	-	-
<b>PC3.</b> make changes to the logs, to accommodate requests/changes by the content production teams/ agency	10	10	-	-
<i>Coordination with the agency</i>	<b>25</b>	<b>25</b>	-	-
<b>PC4.</b> understand instructions and exceptions from the agency/ through sales contracts	5	10	-	-
<b>PC5.</b> ensure that agencies requirements are passed on promptly to those responsible for fulfilling them	10	10	-	-
<b>PC6.</b> where orders cannot be processed, note the reasons and promptly report them to relevant people in the organization	10	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N0207
<b>NOS Name</b>	Schedule advertisements
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Television, Radio
<b>Occupation</b>	Ad sales/Account Management/Scheduling/Traffic
<b>NSQF Level</b>	4
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	21/11/2014
<b>Next Review Date</b>	23/02/2027
<b>NSQC Clearance Date</b>	24/02/2022



## Qualification Pack

### MES/N0212: Track inventory

#### Description

This OS unit is about tracking advertising inventory and maintaining accurate records for the same

#### Elements and Performance Criteria

##### *Inventory management*

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

- PC1.** run the reconciliation for the previous days log, keep track of available inventory and inform sales coordinators on non-availability and missed advertisements
- PC2.** fully and accurately complete the documents, contracts, and records required by the organization relating to the sale
- PC3.** keep agencies and clients informed of progress at regular intervals

##### *Quality/technical checks on advertisements*

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

- PC4.** perform technical and quality checks on advertisements received from the agency, to ensure they are fit for playout
- PC5.** identify future opportunities with agencies and clients for advertisements

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the total advertisement inventory available with the organization
- KU2.** the sales process being followed by the organization and the key activities involved with respect to the individuals role
- KU3.** the people to liaise with to approve and finalize advertisement schedules
- KU4.** the principles of broadcast traffic operations
- KU5.** the fundamentals of broadcast technical operations
- KU6.** the features and workings of the scheduling software and how to use it effectively
- KU7.** how to monitor available inventory at all times
- KU8.** how to calculate the exact time available for paid and promotional advertisements
- KU9.** how to schedule advertisements keeping in mind exceptions and special requests made by the agency
- KU10.** how to re-schedule advertisements upon changes in content duration and scheduling made by the content production teams
- KU11.** how to check the format and quality of advertisements and ensure they are fit for airing
- KU12.** applicable legal and regulatory requirements including broadcasting rules and regulations

#### Generic Skills (GS)

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



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- GS1.** prepare daily traffic logs and generate MIS reports as per the needs of the relevant parties (such as sales team members and station Head)
- GS2.** Read program schedules and determine the time available for scheduling paid and promotional advertisements
- GS3.** Read release orders to determine the number and duration of inventory that needs to be scheduled
- GS4.** Read and verify daily playout logs to ensure accuracy in invoicing and collections
- GS5.** Coordinate with agencies/ customers to clarify requirements (such as timing and duration) and communicate constraints, if any
- GS6.** Coordinate with the programming team to receive information on the source and duration of various programs
- GS7.** coordinate with centers for TOs, ROs, ad rate queries and booking rates
- GS8.** Liaise with the sales operations team to ensure that information pertaining to playout of advertisements is reflected in accurate billing and invoicing
- GS9.** Schedule inventory on the basis of time available between planned programs
- GS10.** Re-schedule paid and promotional advertisements upon changes in the program schedules
- GS11.** Identify technical problems associated with the successful working of the scheduling software, and ensure that it is resolved by the relevant teams

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Inventory management</i>	<b>30</b>	<b>30</b>	-	-
<b>PC1.</b> run the reconciliation for the previous days log, keep track of available inventory and inform sales coordinators on non-availability and missed advertisements	10	10	-	-
<b>PC2.</b> fully and accurately complete the documents, contracts, and records required by the organization relating to the sale	10	10	-	-
<b>PC3.</b> keep agencies and clients informed of progress at regular intervals	10	10	-	-
<i>Quality/technical checks on advertisements</i>	<b>20</b>	<b>20</b>	-	-
<b>PC4.</b> perform technical and quality checks on advertisements received from the agency, to ensure they are fit for playout	10	10	-	-
<b>PC5.</b> identify future opportunities with agencies and clients for advertisements	10	10	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N0212
<b>NOS Name</b>	Track inventory
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Television, Radio
<b>Occupation</b>	Ad sales/Account Management/Scheduling/Traffic
<b>NSQF Level</b>	4
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	21/11/2014
<b>Next Review Date</b>	23/02/2027
<b>NSQF Clearance Date</b>	24/02/2022



## Qualification Pack

### MES/N0216: Prepare MIS reports

#### Description

This OS unit is about using data from functional systems and processes to prepare MIS reports based on the individuals job role

#### Elements and Performance Criteria

##### *Using data from systems and processes to draw insights for reporting*

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

- PC1.** gather raw data from the various advertising systems used by the individual
- PC2.** interpret information by performing different analyses and draw suitable insights
- PC3.** present information in an easy to understand format, that is acceptable to the organisation
- PC4.** refresh information with latest data from time to time

##### *Preparing MIS reports*

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

- PC5.** understand the different types of reports expected by the management/ other internal functions
- PC6.** prepare and present information in the defined format to meet requirements
- PC7.** respond positively to feedback and changes in requirements
- PC8.** continuously review the reports to identify key trends and other variances

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organizational norms and policies relating to advertising
- KU2.** organizational policies for constructing MIS reports, including the reports format, readability, guidelines, the imperatives it must incorporate and the terms and conditions for serving different clients
- KU3.** forecasts, objectives, targets and key performance indicators for the activities that are undertaken
- KU4.** the problems and issues which may impact upon the achievement of objectives, targets and key performance indicators
- KU5.** the information needed to be able to carry out analyses
- KU6.** how to realise the expected output from the MIS reports through the information available
- KU7.** how to interpret the information and draw suitable insights
- KU8.** how to analyse information in different ways

#### Generic Skills (GS)

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



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- GS1.** organize and store documentation
- GS2.** access information available through internal processes/ systems to draw insights
- GS3.** create and maintain advertising activity related databases
- GS4.** read and understand instructions, policies, procedures and norms regarding MIS reportage
- GS5.** liaise with relevant departments to understand reporting requirements
- GS6.** organise and interpret data in a detailed, organized manner, ensuring that no potential issues are overlooked
- GS7.** able to organize information efficiently and effectively.
- GS8.** make decisions for smooth & successful operation of businesses based on these reports
- GS9.** use these reports for analyzing different aspects of business
- GS10.** prepare MIS reports to support decision making/analysing the trend eg., market/product/competitor etc.,
- GS11.** make better plans and carefully organize business operations depending on these reports
- GS12.** share relevant information through MIS

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Using data from systems and processes to draw insights for reporting</i>	25	25	-	-
<b>PC1.</b> gather raw data from the various advertising systems used by the individual	10	5	-	-
<b>PC2.</b> interpret information by performing different analyses and draw suitable insights	5	10	-	-
<b>PC3.</b> present information in an easy to understand format, that is acceptable to the organisation	5	5	-	-
<b>PC4.</b> refresh information with latest data from time to time	5	5	-	-
<i>Preparing MIS reports</i>	25	25	-	-
<b>PC5.</b> understand the different types of reports expected by the management/ other internal functions	5	5	-	-
<b>PC6.</b> prepare and present information in the defined format to meet requirements	10	5	-	-
<b>PC7.</b> respond positively to feedback and changes in requirements	5	5	-	-
<b>PC8.</b> continuously review the reports to identify key trends and other variances	5	10	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N0216
<b>NOS Name</b>	Prepare MIS reports
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Advertising
<b>Occupation</b>	Ad sales/Account Management/Scheduling/Traffic
<b>NSQF Level</b>	5
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	27/01/2022
<b>Next Review Date</b>	27/01/2027
<b>NSQC Clearance Date</b>	27/01/2022

## 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

## Qualification Pack

### 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>	<b>15</b>	<b>15</b>	-	-
<b>PC1.</b> understand and comply with the organizations current health, safety and security policies and procedures	5	5	-	-
<b>PC2.</b> understand the safe working practices pertaining to own occupation	5	5	-	-
<b>PC3.</b> 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	-	-
<b>PC4.</b> 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>	<b>10</b>	<b>10</b>	-	-
<b>PC5.</b> identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	5	5	-	-
<b>PC6.</b> 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>	<b>18</b>	<b>17</b>	-	-
<b>PC7.</b> identify aspects of your workplace that could cause potential risk to own and others health and safety	5	5	-	-
<b>PC8.</b> ensure own personal health and safety, and that of others in the workplace through precautionary measures	5	5	-	-
<b>PC9.</b> 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
<b>PC10.</b> 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>	<b>7</b>	<b>8</b>	-	-
<b>PC11.</b> follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard	5	5	-	-
<b>PC12.</b> identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	2	3	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	MES/N0104
<b>NOS Name</b>	Maintain Workplace Health & Safety
<b>Sector</b>	Media & Entertainment
<b>Sub-Sector</b>	Film, Television, Animation, Gaming, Radio, Advertising
<b>Occupation</b>	Ad sales/Account Management/Scheduling/Traffic
<b>NSQF Level</b>	5
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	30/12/2021
<b>Next Review Date</b>	27/01/2027
<b>NSQC Clearance Date</b>	27/01/2022

### 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.



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### 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/N0207.Schedule advertisements	50	50	-	-	100	30
MES/N0212.Track inventory	50	50	-	-	100	30
MES/N0216.Prepare MIS reports	50	50	-	-	100	30
MES/N0104.Maintain Workplace Health & Safety	50	50	-	-	100	10
<b>Total</b>	<b>200</b>	<b>200</b>	<b>-</b>	<b>-</b>	<b>400</b>	<b>100</b>



## Qualification Pack

### Acronyms

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

## Qualification Pack

### Glossary

<b>Sector</b>	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.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	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.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	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.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	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.
<b>Scope</b>	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.
<b>Knowledge and Understanding (KU)</b>	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.

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<b>Organisational Context</b>	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.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>Core Skills/ Generic Skills (GS)</b>	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.
<b>Electives</b>	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.
<b>Options</b>	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.
<b>AD VIEWS</b>	Total number of times the advertisement has been seen by the audience
<b>BARTER</b>	An offer in which advertisement space/time is exchanged for goods/ non-monetary consideration
<b>BILLING</b>	The total invoiced value payable by the client for the advertisement time/space purchased
<b>BUDGET</b>	Budget is an estimate of the total cost of production that may include a break-up of cost components
<b>CAMPAIGN</b>	Advertisement effort across media platforms, planned during a specific time period
<b>DAY PARTS</b>	Specific time-slots during the day
<b>EFFECTIVE RATE</b>	The final advertisement rate offered to the client after discounts
<b>FREQUENCY</b>	The number of times the audience is exposed to an advertisement in a particular medium
<b>MAKE-GOOD</b>	A repeat run of an advertisement to compensate for an error or omission by the broadcaster
<b>MARKET SHARE</b>	The share of the company in the total market of a product/service

## Qualification Pack

<b>MEDIA BUYER</b>	An individual handling purchases of advertising space/time across advertising mediums
<b>MEDIA PLANNER</b>	An individual skilled in selecting and determining the correct use of advertising space/media on behalf of an advertiser
<b>RATE</b>	The fee for a unit of advertisement space or time
<b>REACH</b>	The total size of the audience that the medium is able to communicate with
<b>SALES FORECAST</b>	Predictions and estimates based on historical sales performance using trends and assumptions for the current period
<b>SCHEDULE</b>	A list of advertisements planned to be a part of the campaign
<b>SPONSORSHIP</b>	Paid advertising in the form of specifically generated programming/content advertising for the product/service of the client
<b>TARGET AUDIENCE</b>	Set of individuals with similar characteristics that are prospective customers of the advertisers' product/service
<b>TARGET AUDIENCE</b>	The geographic area over which the advertising campaign is focused
<b>SECTOR</b>	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.
<b>SUB-SECTOR</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>VERTICAL</b>	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
<b>OCCUPATION</b>	Occupation is a set of job roles, which perform similar/related set of functions in an industry
<b>FUNCTION</b>	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.
<b>SUB-FUNCTIONS</b>	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
<b>JOB ROLE</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.

## Qualification Pack

<b>OCCUPATION STANDARDS</b>	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.
<b>PERFORMANCE CRITERIA</b>	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
<b>NATIONAL OCCUPATIONAL STANDARDS (NOS)</b>	NOS are Occupational Standards which apply uniquely in the Indian context.
<b>QUALIFICATION PACK CODE</b>	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
<b>QUALIFICATION PACK(QP)</b>	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.
<b>UNIT CODE</b>	Unit Code is a unique identifier for an Occupational Standard, which is denoted by an "N".
<b>UNIT TITLE</b>	Unit Title gives a clear overall statement about what the incumbent should be able to do.
<b>DESCRIPTION</b>	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.
<b>SCOPE</b>	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.
<b>KNOWLEDGE AND UNDERSTANDING</b>	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.
<b>ORGANIZATIONAL CONTEXT</b>	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.
<b>TECHNICAL KNOWLEDGE</b>	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>CORE SKILLS/GENERIC SKILLS</b>	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.