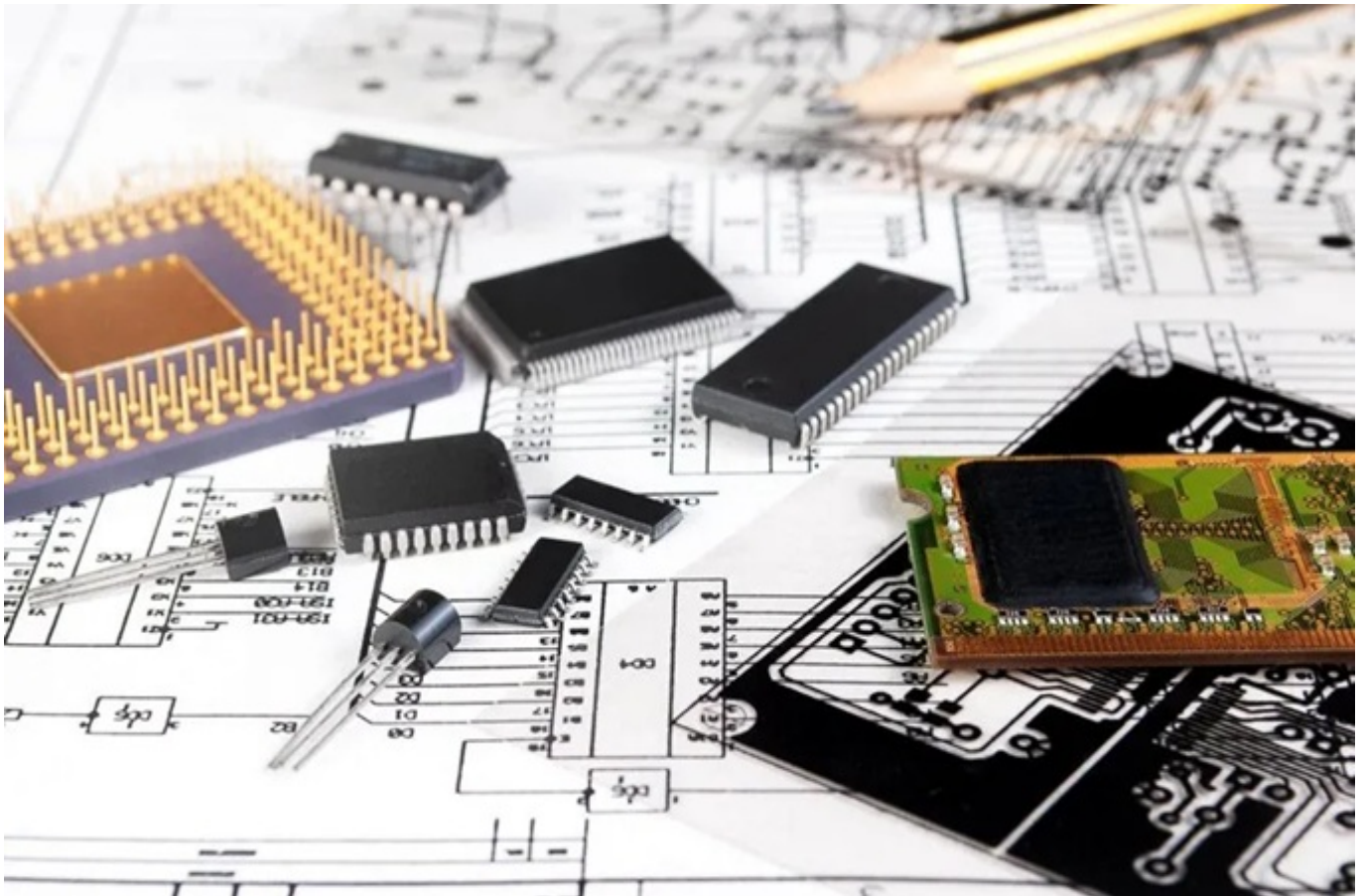# Sr. Executive- Business Development (Electronics)

QP Code: ELE/Q1101

Version: 5.0

NSQF Level: 5

Electronics Sector Skills Council of India || 155, 2nd Floor, ESC House Okhla Industrial Area-Phase 3 New Delhi- 110020 || email:anu@essc-india.org

Contents

Qualification Pack

ELE/Q1101: Sr. Executive- Business Development (Electronics)

Brief Job Description

The individual at work is responsible for studying the market, understanding the customer requirement and offering products and services to satisfy the customer requirement. The individual at work coordinates and interacts with customers for sale of products and services.

Personal Attributes

The job requires the individual to be customer friendly, with good communication skill and target oriented. The individual must have patience and positive attitude towards work to listen to diverse customers

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. ELE/N1103: Conduct a market analysis

2. ELE/N1104: Present effective solutions to meet customer needs

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

Qualification Pack (QP) Parameters

Sector	Electronics
Sub-Sector	Semiconductor & Components
Occupation	Marketing and Sales-S&C
Country	India
NSQF Level	5
Credits	19
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5242.0201

Minimum Educational Qualification & Experience	Completed 2nd year of UG (UG Diploma) (Physics/Electronics/Electrical/Mechanical) with 1.5 years of experience Relevant Experience in Semiconductor & Components OR Completed 3 year diploma after 10th (Electronics/Electrical/Mechanical) with 3 Years of experience Relevant Experience in Semiconductor & Components OR Previous relevant Qualification of NSQF Level (4.5) with 1.5 years of experience Relevant Experience in Semiconductor & Components
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	30/04/2028
NSQC Approval Date	08/05/2025
Version	5.0
Reference code on NQR	QG-05-EH-03984-2025-V5-ESSCI
NQR Version	5

Remarks:

NA

ELE/N1103: Conduct a market analysis

Description

This NOS uint is about engage in market analysis, customer outreach, and sales planning to promote semiconductor services, while maintaining professional communication and accurate documentation as per organizational guidelines.

Scope

The scope covers the following :

- Identifying work requirement
- Analyse the market
- Initiating meeting with prospective customers
- Interacting with the customer
- Recording the customer details and Documentation of the visit

Elements and Performance Criteria

Identifying work requirement

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

PC1. Receive instructions from the top management on work requirement, periodical (e.g., yearly, quarterly) sales target, location and area of operation etc.

PC2. Attend training and obtain information about the characteristics and features of the latest products / software and services offered by the organization

Analyse the market

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

PC3. Collect information on the demographics of the location to know about the market

PC4. Identify major players in different sector, their current use of semiconductor services andtheir product portfolio

PC5. Assess the market by analysing past sales pattern and evaluate the current market trendsfor planning the sales strategy

PC6. Identify the market opportunities and potential customers by conducting a market survey

Initiating meeting with prospective customers

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

PC7. Prepare a list of potential customers in the region and make telephone calls to them for a meeting

PC8. Prepare a presentation and pitch on company details, service offerings, areas of operation etc. for the customer

PC9. Reach customer place on time for the meeting

PC10. Interact periodically with existing customers to identify any new requirement and initiate meeting

PC11. Maintain behavioural etiquette while interacting with customer on telephone / directly

Interacting with the customer

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

PC12. Greet the customer first and develop a rapport with them

PC13. Deliver the presentation and pitch about The service offerings and handle any queries about the company and services

PC14. Identify the customer requirement and expectations such as type of design services/product required price, delivery cycle,etc.

PC15. Listen to customer without interrupting them and summarise the customer requirement for mutual understanding

Recording the customer details and Documentation of the visit

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

PC16. Record the customer and call details as per company policy and procedures

PC17. Record the customer and call details as per company policy and procedures

PC18. Rectify incorrect details in existing Database to extent allowed by company policy

PC19. Record customer queries in company's database for future references as per company policy and procedures

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Understanding the company hierarchy and periodic sales targets set by top management

KU2. Familiarity with the latest products, software, and services offered by the organization.

KU3. Knowledge of how to collect and interpret demographic data for target markets.

KU4. Awareness of major players in various sectors and their use of semiconductor services.

KU5. Ability to analyze past sales data and current market trends to forecast future opportunities.

KU6. Understanding customer needs, preferences, and potential demand through market surveys.

KU7. Knowledge of how to prepare and deliver effective sales presentations and pitches.

KU8. Understanding how to maintain and update customer records according to company procedures.

KU9. Awareness of appropriate behavior while interacting with customers, both in person and via phone.

KU10. Knowledge of data entry protocols, error correction procedures, and company policy on documentation.

Generic Skills (GS)

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

GS1. Clearly conveying information to customers and management both verbally and in writing.

GS2. Building rapport and maintaining professional relationships with customers.

GS3. Conducting surveys, analyzing competition, and interpreting data for sales planning.

GS4. Creating and delivering compelling sales presentations to potential clients.

GS5. Responding effectively to customer queries and identifying new requirements.

GS6. Scheduling and attending customer meetings punctually.

GS7. Addressing customer issues and correcting database errors within company policy limits.

GS8. Ensuring accuracy in customer information and call documentation.

GS9. Updating skills and knowledge as per the latest organizational offerings through training.

GS10. Maintaining structured and policy-compliant customer records for future reference.

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Identifying work requirement	**4**	**6**	**-**	**-**
PC1. Receive instructions from the top management on work requirement, periodical (e.g., yearly, quarterly) sales target, location and area of operation etc.	-	-	-	-
PC2. Attend training and obtain information about the characteristics and features of the latest products / software and services offered by the organization	-	-	-	-
Analyse the market	**9**	**12**	**-**	**-**
PC3. Collect information on the demographics of the location to know about the market	-	-	-	-
PC4. Identify major players in different sector, their current use of semiconductor services andtheir product portfolio	-	-	-	-
PC5. Assess the market by analysing past sales pattern and evaluate the current market trendsfor planning the sales strategy	-	-	-	-
PC6. Identify the market opportunities and potential customers by conducting a market survey	-	-	-	-
Initiating meeting with prospective customers	**13**	**15**	**-**	**-**
PC7. Prepare a list of potential customers in the region and make telephone calls to them for a meeting	-	-	-	-
PC8. Prepare a presentation and pitch on company details, service offerings, areas of operation etc. for the customer	-	-	-	-
PC9. Reach customer place on time for the meeting	-	-	-	-
PC10. Interact periodically with existing customers to identify any new requirement and initiate meeting	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. Maintain behavioural etiquette while interacting with customer on telephone / directly	-	-	-	-
Interacting with the customer	**8**	**18**	-	-
PC12. Greet the customer first and develop a rapport with them	-	-	-	-
PC13. Deliver the presentation and pitch about The service offerings and handle any queries about the company and services	-	-	-	-
PC14. Identify the customer requirement and expectations such as type of design services/product required price, delivery cycle,etc.	-	-	-	-
PC15. Listen to customer without interrupting them and summarise the customer requirement for mutual understanding	-	-	-	-
Recording the customer details and Documentation of the visit	**6**	**9**	-	-
PC16. Record the customer and call details as per company policy and procedures	-	-	-	-
PC17. Record the customer and call details as per company policy and procedures	-	-	-	-
PC18. Rectify incorrect details in existing Database to extent allowed by company policy	-	-	-	-
PC19. Record customer queries in company's database for future references as per company policy and procedures	-	-	-	-
NOS Total	**40**	**60**	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ELE/N1103
NOS Name	Conduct a market analysis
Sector	Electronics
Sub-Sector	
Occupation	Marketing and Sales-S&C
NSQF Level	5
Credits	10
Version	1.0
Last Reviewed Date	08/05/2025
Next Review Date	30/04/2028
NSQC Clearance Date	08/05/2025

ELE/N1104: Present effective solutions to meet customer needs

Description

This NOS unit is about manage end-to-end customer engagement by offering tailored solutions, coordinating with internal teams, closing sales, ensuring post-sales service, and building lasting client relationships to achieve sales targets.

Scope

The scope covers the following :

- offer possible solution to customer
- Coordinating with production and design teams
- Closing the sales
- Documentation of purchase
- Assisting client with after sales service
- Maintaining relationship with clients
- Achieving Productivity

Elements and Performance Criteria

Offer possible solution to customer

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

PC1. Identify the customer requirement and suggest possible multiple product and service offered by the company

PC2. Assist the customer in finalising the product/service which could best suit the requirement and also suggest some product/service options in the market which could fit the customer requirement if the product is not offered by the own company

PC3. Inform the customers about unique characteristics of the product/service which Could help in taking decision

Coordinating with production and design teams

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

PC4. Inform the production/design team about The all aspects of customer requirement

PC5. Coordinate or arrange a meeting between customer and production/design team for further finalising the project and customer requirement

PC6. Inform production/design team about the cost, delivery time of the product/service discussed with the customer

Closing the sales

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

PC7. Assist the customer in taking a buying decision and make them feel happy about the purchase

PC8. Take the details of the purchase such as number of product and other requirements from the customer once the buying decision is made

PC9. Negotiate the pricing of product/service with customer appropriately by ensuring that the sale transaction results in profit for the organization

PC10. Inform the customer about final price after deducting discounts, payment terms, mode of payment etc.

Documentation of purchase

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

PC11. Prepare and provide documents such as invoice, agreement, warranty certificate and other relevant documents related to purchase to the customer as per company standards

PC12. Inform customers about terms and conditions, warranty coverage as per component in the equipment and other related detail related to the purchase

Assisting client with after sales service

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

PC13. Identify the service support requirement from client after the completion of sale

PC14. Provide information to the customer about after sales service offered by organization such as any service maintenance technician requirement, repairing work etc.

Maintaining relationship with clients

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

PC15. Interact periodically with existing customers to identify any new requirement

PC16. Seek new business opportunity with existing customers and obtain new reference for sales from them

PC17. Gauge customer on satisfaction

Achieving Productivity

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

PC18. Achieve the target set for number of calls /visits to attend and number of calls to be closed successfully in a period of time such as the monthly, quarterly and yearly sales target

PC19. Satisfy the customer with the service and maintain continuous relationship

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Knowledge of the full range of products and services offered by the organization to recommend appropriate solutions.

KU2. Understanding techniques for identifying and interpreting customer needs, preferences, and constraints.

KU3. Awareness of competing products or services in the market to offer alternatives if in-house options aren't suitable.

KU4. Understanding of interdepartmental collaboration processes, especially with production and design teams.

KU5. Knowledge of the sales funnel, negotiation tactics, and strategies to help customers make informed buying decisions.

KU6. Awareness of discount structures, profit margins, and various modes and terms of payment.

KU7. Understanding procedures for preparing invoices, agreements, warranties, and handling post-sale formalities.

KU8. Knowledge of available service support, including maintenance and repair procedures.

KU9. Understanding techniques for maintaining long-term customer relationships, securing referrals, and measuring satisfaction.

KU10. Familiarity with key differentiators and features that add value to the company offerings.

Generic Skills (GS)

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

GS1. Ability to clearly explain product features, terms, and service benefits to customers.

GS2. Providing friendly, solution-oriented support before and after the sale.

GS3. Engaging in effective pricing and terms discussions while ensuring business profitability.

GS4. Building rapport, trust, and long-term relationships with clients.

GS5. Influencing buying decisions through logical argument, product knowledge, and emotional intelligence.

GS6. Coordinating with cross-functional teams like production and design to align on customer requirements.

GS7. Efficiently scheduling meetings, follow-ups, and achieving sales targets on time.

GS8. Accurately preparing and managing sales and service documentation in line with company standards.

GS9. Proactively addressing customer objections, concerns, or service issues.

GS10. Maintaining focus on sales targets, call volumes, and customer satisfaction benchmarks.

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Offer possible solution to customer	**9**	**11**	**-**	**-**
PC1. Identify the customer requirement and suggest possible multiple product and service offered by the company	-	-	-	-
PC2. Assist the customer in finalising the product/service which could best suit the requirement and also suggest some product/service options in the market which could fit the customer requirement if the product is not offered by the own company	-	-	-	-
PC3. Inform the customers about unique characteristics of the product/service which Could help in taking decision	-	-	-	-
Coordinating with production and design teams	**9**	**9**	**-**	**-**
PC4. Inform the production/design team about The all aspects of customer requirement	-	-	-	-
PC5. Coordinate or arrange a meeting between customer and production/design team for further finalising the project and customer requirement	-	-	-	-
PC6. Inform production/design team about the cost, delivery time of the product/service discussed with the customer	-	-	-	-
Closing the sales	**8**	**14**	**-**	**-**
PC7. Assist the customer in taking a buying decision and make them feel happy about the purchase	-	-	-	-
PC8. Take the details of the purchase such as number of product and other requirements from the customer once the buying decision is made	-	-	-	-
PC9. Negotiate the pricing of product/service with customer appropriately by ensuring that the sale transaction results in profit for the organization	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. Inform the customer about final price after deducting discounts, payment terms, mode of payment etc.	-	-	-	-
Documentation of purchase	**4**	**6**	**-**	**-**
PC11. Prepare and provide documents such as invoice, agreement, warranty certificate and other relevant documents related to purchase to the customer as per company standards	-	-	-	-
PC12. Inform customers about terms and conditions, warranty coverage as per component in the equipment and other related detail related to the purchase	-	-	-	-
Assisting client with after sales service	**3**	**6**	**-**	**-**
PC13. Identify the service support requirement from client after the completion of sale	-	-	-	-
PC14. Provide information to the customer about after sales service offered by organization such as any service maintenance technician requirement, repairing work etc.	-	-	-	-
Maintaining relationship with clients	**3**	**8**	**-**	**-**
PC15. Interact periodically with existing customers to identify any new requirement	-	-	-	-
PC16. Seek new business opportunity with existing customers and obtain new reference for sales from them	-	-	-	-
PC17. Gauge customer on satisfaction	-	-	-	-
Achieving Productivity	**4**	**6**	**-**	**-**
PC18. Achieve the target set for number of calls /visits to attend and number of calls to be closed successfully in a period of time such as the monthly, quarterly and yearly sales target	-	-	-	-
PC19. Satisfy the customer with the service and maintain continuous relationship	-	-	-	-
NOS Total	**40**	**60**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	ELE/N1104
NOS Name	Present effective solutions to meet customer needs
Sector	Electronics
Sub-Sector	
Occupation	Marketing and Sales-S&C
NSQF Level	5
Credits	7
Version	1.0
Last Reviewed Date	08/05/2025
Next Review Date	30/04/2028
NSQC Clearance Date	08/05/2025

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:

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.

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

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
Introduction to Employability Skills	1	1	-	-
PC1. identify employability skills required for jobs in various industries	-	-	-	-
PC2. identify and explore learning and employability portals	-	-	-	-
Constitutional values – Citizenship	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	-	-	-	-
Becoming a Professional in the 21st Century	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	-	-	-	-
Basic English Skills	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	-	-	-	-
Career Development & Goal Setting	1	2	-	-

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	-	-	-	-
Communication Skills	**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	-	-	-	-
Diversity & Inclusion	**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	-	-	-	-
Financial and Legal Literacy	**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	-	-	-	-
Essential Digital Skills	**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	-	-	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Entrepreneurship	**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	-	-	-	-
Customer Service	**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	-	-	-	-
Getting ready for apprenticeship & Jobs	**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**	**-**	**-**

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	08/05/2025
Next Review Date	31/10/2025
NSQC Clearance Date	08/05/2025

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.

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
ELE/N1103.Conduct a market analysis	40	60	-	-	100	35
ELE/N1104.Present effective solutions to meet customer needs	40	60	-	-	100	35
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	30
Total	**100**	**150**	**-**	**-**	**250**	**100**

Acronyms

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

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.
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.