

Marketing Manager (NSQF Level 5.5)

Sr. No.	CODE	NOS	Performance Criteria (PC)	Marking	Type of Question & Evaluation Method	Question	Answer	Rubrics
1	RAS/N0613	Develop an e-commerce strategy	Research and analyse e-commerce technologies and solutions that meet organisational objectives and resourcing availability.	15	Case study based assignment	You are responsible for selecting an e-commerce technology solution that aligns with your company's growth objectives and available resources. What key factors would you research and analyze to ensure the chosen platform meets organizational needs and scalability?	1. Business Requirements & Scalability – Assess the company's current and future needs, including product range, order volume, and expansion plans, to select a	3
							2. Platform Features & Customization – Evaluate features such as payment gateways, inventory management, customer experience tools, and the ability	3
							3. Integration & Compatibility – Ensure the platform integrates seamlessly with existing CRM, ERP, and	3
							4. Cost & Resource Allocation – Analyze total cost of ownership (subscription fees, transaction costs,	3
							5. Security & Compliance – Verify data security standards, compliance with regulations (e.g., GDPR, PCI	3
2	RAS/N0614	Design an e-commerce website	Evaluate and identify possibilities to integrate existing procedures and system into the design.	15	Case study based assignment	As a Marketing Manager, you are tasked with improving the lead conversion rate for your company's digital marketing campaigns. Your team uses multiple tools for customer data analysis, email marketing, and CRM management. How would you evaluate and integrate these existing systems to create a more seamless and efficient marketing workflow?	1. Audit Current Systems – Identify and document all existing marketing tools, processes, and data flow to	3
							2. Identify Integration Opportunities – Assess how CRM, email automation, and analytics platforms can be	3
							3. Leverage API & Automation – Utilize APIs, automation tools, and middleware to sync data across platforms for	3
							4. Optimize for User Experience – Ensure that team members can access integrated data with minimal	3
							5. Monitor and Refine – Regularly evaluate system performance, gather feedback from the team, and refine	3
3	RAS/N0615	Prepare, monitor, and review a digital marketing plan	Determine the key performance indicators and evaluation criteria to measure impact of digital marketing activities.	15	Case study based assignment	As a Marketing Manager, you need to assess the effectiveness of your company's digital marketing strategy. What key performance indicators (KPIs) and evaluation criteria would you establish to measure the impact of your digital marketing activities, and how would you use them to improve future campaigns?	1. Conversion Rate Analysis – Measure the percentage of visitors taking desired actions (e.g., purchases, sign-	3
							2. Customer Acquisition Cost (CAC) – Evaluate the cost of acquiring a new customer through digital marketing	3
							3. Engagement Metrics – Track metrics like click-through rates (CTR), time on page, and social media interactions	3
							4. Return on Investment (ROI) – Calculate revenue generated versus marketing spend to determine	3
							5. Lead Quality and Retention – Analyze lead-to-customer conversion rates and customer lifetime value	3
4	RAS/N0616	Develop a social media strategy	Determine opportunities for building brand awareness and an online community through social media use.	15	Case study based assignment & Viva Voce	You have been given the responsibility to enhance brand awareness and build an engaged online community using social media. What strategies would you implement to identify and leverage opportunities for brand growth and audience engagement?	1. Audience Research & Targeting – Analyze audience demographics, interests, and behaviors to tailor content	3
							2. Content Strategy & Consistency – Develop a mix of engaging content (educational posts, behind-the-scenes, user-generated content, and interactive polls) to	3
							3. Influencer & Partnership Collaborations – Partner with industry influencers and brand advocates to expand	2
							4. Community Engagement & Interaction – Actively respond to comments, messages, and discussions to	3
							5. Performance Tracking & Optimization – Monitor social media analytics (reach, engagement, sentiment analysis) and refine strategies based on data insights for	2
							6. Leverage Paid Social Media Campaigns: Targeted ads can boost visibility and attract new audiences.	2
5	RAS/N0617	Develop online customer service standards	Identify touch points and communication technologies required for online customer service.	15	Case study based assignment	You are tasked with enhancing the online customer service experience for your company. What key touchpoints and communication technologies would you implement to ensure seamless customer interactions and support?	1. Omnichannel Support – Establish key touchpoints such as live chat, email, social media, and phone	3
							2. AI Chatbots & Automation – Deploy AI-powered chatbots for instant responses to common queries,	3
							3. CRM Integration – Use a Customer Relationship Management (CRM) system to track interactions,	3
							4. Social Media Engagement – Monitor and respond to customer inquiries on platforms like Facebook,	2
							5. Interactive Voice Response (IVR) & Call Center Support - Enhance phone-based support with IVR	2
							6. Feedback & Analytics Tools – Implement feedback forms, surveys, and sentiment analysis tools to measure customer satisfaction and continuously improve service	2
			Give team members support and advice when they need it			During a period when store sales are below the set targets, your team is feeling demotivated and uncertain about how to improve performance. As a	1. Identify Challenges & Provide Solutions – Hold one-on-one or team discussions to understand obstacles and	3
							2. Set Clear, Achievable Goals – Set short-term achievable targets and provide encouragement to keep	3

6	RAS/N0142	To provide leadership to the team	device when they need it especially if and during periods when the store business is below set goals	15	Viva Voce	uncertain about how to improve performance. As a Marketing Manager, how would you support and advise your team to boost morale and drive better results?	3. Skill Development & Training – Offer coaching, mentoring, or refresher training on sales techniques and	3
7	DGT/VSQ/ N0103- V 1.0	Employability skills	Operate digital devices and use their features and applications securely and safely	10	Viva Voce	As a Marketing Manager, you frequently use digital devices for communication, campaign management, and data analysis. How would you ensure the secure and safe operation of these devices while maximizing their features and applications?	4. Recognize & Reward Efforts – Appreciate individual and team contributions through incentives, recognition	3
							5. Enhance Collaboration & Support – Foster teamwork by encouraging knowledge-sharing, brainstorming	3
							1. Implement Strong Security Measures – Use strong passwords, two-factor authentication, and encryption to	3
							2. Regular Software Updates – Keep operating systems, applications, and antivirus software updated to	3
							3. Secure Data Handling & Backup – Store important files on secure cloud platforms or external drives and	3
4. Safe Internet & Network Usage – Avoid using public Wi-Fi for business transactions and ensure all network	3							
5. Device Management & Access Control – Restrict unauthorized access, use device management policies,	3							