Qualification Pack

Advertising Operations Coordinator (Digital)

QP Code: MES/Q0206

Version: 2.0

NSQF Level: 5

Media & Entertainment Skills Council || Commercial premises No Ja522, 5th Floor, DLF Tower A, Jasola, New Delhi
110025

Contents

Qualification Pack

MES/Q0206: Advertising Operations Coordinator (Digital)

Brief Job Description

Individuals at this job are responsible for implementing online advertisement campaigns

Personal Attributes

This job requires the individual to fulfill sales orders for online campaigns, including placing media bought by advertisers/agencies and running it as planned. The individual is also responsible to evaluate the effectiveness of online campaigns, manage the online advertisement hardware and systems and troubleshoot/resolve any technical and delivery issues that might arise. The individual must be equipped with a thorough knowledge of online advertising and advertisement operations, coding languages and trafficking solutions.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. MES/N0208: Implement online advertisements

2. MES/N0209: Ensure that online advertisements function smoothly

3. MES/N0216: Prepare MIS reports

4. MES/N0104: Maintain Workplace Health & Safety

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	5
Credits	NA
Aligned to NCO/ISCO/ISIC Code	NCO 2015- 1222.0102

Minimum Educational Qualification & Experience	Graduate with 2 Years of experience OR 12th Class/I.T.I with 5 Years of experience (After 10th) Pass
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	27/01/2027
NSQC Approval Date	27/01/2022
Version	2.0
Reference code on NQR	2022/ME/MESC/05191
NQR Version	2.0

Remarks:

MES/N0208: Implement online advertisements

Description

This OS unit is about implementing sales orders for advertisement campaigns on behalf of advertisers/agencies

Elements and Performance Criteria

Trafficking online inventory

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

PC1. manage traffic operations to fulfill sales orders for online campaigns, ensuring that media bought by advertisers/agencies are placed and run as planned

Evaluating campaign performance

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

PC2. evaluate campaign performance and delivery

PC3. check all the parameters to ensure that the advertising campaigns are implemented smoothly

PC4. respond positively to feedback and changes in requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. the companys product offering and positioning within the internet industry

KU2. the key departments and functions within the company

KU3. the roles and responsibilities within advertisement operations

KU4. the various online advertisement products offered including audio, video, rich media, banners, display advertisements, mobile advertising etc.

KU5. fundamentals of online advertising

KU6. fundamentals of advertisement operations

KU7. fundamentals of workflow management

KU8. fundamentals of data management and data analytics

KU9. fundamentals of media planning and media buying

KU10. fundamentals of coding languages such as javascript, c++, flash etc.

KU11. fundamentals of microsoft office, especially microsoft excel and powerpoint

KU12. online terminology such as cpm, cpc, cpa, rtb, dsp, dmp etc. and the metrics for measuring online impressions

KU13. how to work on advertisement trafficking solutions such as mediamind, flashtalking, atlas, dfa etc.

KU14. how to manage conversations and client expectations

KU15. the key players within the online industry (eg: publishers, advertisers, agencies)

KU16. how to read contracts and contractual terms

KU17. relevant legal and regulatory guidelines

KU18. applicable health and safety guidelines

Generic Skills (GS)

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

GS1. prepare a management dashboard that puts together data from various sources for analysis

GS2. generate and structure advertisement reports for media campaigns executed on behalf of advertisers/agencies

GS3. keep updated with trends, news and discussions on online advertising and marketing

GS4. understand client requirements from sales personnel

GS5. liaise with the marketing department to gather information on live promotions

GS6. liaise with the billing teams to gather requirements on advertisement reports

GS7. liaise with the business development teams to understand requirements on new technologies that need to be implemented

GS8. plan activities to ensure that all trafficking requirements are executed within the timelines committed to the advertiser/ agency

GS9. devise and programme automated reports to improve efficiency of the reporting process

GS10. interpret the impact of new product launches, workflow changes, data requirements on online advertisements and data management

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Trafficking online inventory	**10**	**15**	**-**	**-**
PC1. manage traffic operations to fulfill sales orders for online campaigns, ensuring that media bought by advertisers/agencies are placed and run as planned	10	15	-	-
Evaluating campaign performance	**40**	**35**	**-**	**-**
PC2. evaluate campaign performance and delivery	10	15	-	-
PC3. check all the parameters to ensure that the advertising campaigns are implemented smoothly	15	10	-	-
PC4. respond positively to feedback and changes in requirements	15	10	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0208
NOS Name	Implement online advertisements
Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	27/01/2027
NSQC Clearance Date	27/01/2022

MES/N0209: Ensure that online advertisements function smoothly

Description

This OS unit is about checking the issues with the implementation of online advertisements and ensuring that they function smoothly

Elements and Performance Criteria

Troubleshooting issues in process/ technology

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

PC1. serve as a bridge between the sales and technology functions within the company, assisting in product creation, research, pricing etc., where required

PC2. operate and control the online advertisement hardware and software systems and servers

PC3. identify any issues that may be occurring with the implementation

PC4. help resolve the issues efficiently and effectively

PC5. take precautions to ensure that the implementation is carried out smoothly

PC6. respond positively to feedback and changes in requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. the companys product offering and positioning within the internet industry

KU2. the key departments and functions within the company

KU3. the roles and responsibilities within advertisement operations

KU4. the various online advertisement products offered including audio, video, rich media, banners, display advertisements, mobile advertising etc.

KU5. fundamentals of online advertising

KU6. fundamentals of advertisement operations

KU7. fundamentals of workflow management

KU8. fundamentals of data management and data analytics

KU9. fundamentals of media planning and media buying

KU10. fundamentals of coding languages such as JavaScript, C++, Flash etc.

KU11. fundamentals of Microsoft office, especially Microsoft excel and PowerPoint

KU12. online terminology such as CPM, CPC, CPA, RTB, DSP, DMP etc. and the metrics for measuring online impressions

KU13. how to work on advertisement trafficking solutions such as Mediamind, Flashtalking, Atlas, DFA etc.

KU14. how to manage conversations and client expectations

KU15. the key players within the online industry (eg: publishers, advertisers, agencies)

KU16. how to read contracts and contractual terms

KU17. relevant legal and regulatory guidelines

KU18. applicable health and safety guidelines

Generic Skills (GS)

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

GS1. prepare a management dashboard that puts together data from various sources for analysis

GS2. generate and structure advertisement reports for media campaigns executed on behalf of advertisers/agencies

GS3. keep updated with trends, news and discussions on online advertising and marketing

GS4. understand client requirements from sales personnel

GS5. liaise with the marketing department to gather information on live promotions

GS6. liaise with the billing teams to gather requirements on advertisement reports

GS7. liaise with the business development teams to understand requirements on new technologies that need to be implemented

GS8. plan activities to ensure that all trafficking requirements are executed within the timelines committed to the advertiser/ agency

GS9. devise and programme automated reports to improve efficiency of the reporting process

GS10. interpret the impact of new product launches, workflow changes, data requirements on online advertisements and data management

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Troubleshooting issues in process/ technology	**50**	**50**	-	-
PC1. serve as a bridge between the sales and technology functions within the company, assisting in product creation, research, pricing etc., where required	10	10	-	-
PC2. operate and control the online advertisement hardware and software systems and servers	5	5	-	-
PC3. identify any issues that may be occurring with the implementation	10	10	-	-
PC4. help resolve the issues efficiently and effectively	5	10	-	-
PC5. take precautions to ensure that the implementation is carried out smoothly	10	10	-	-
PC6. respond positively to feedback and changes in requirements	10	5	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0209
NOS Name	Ensure that online advertisements function smoothly
Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	21/11/2014
Next Review Date	27/01/2027
NSQC Clearance Date	27/01/2022

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:

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

Assessment Criteria

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

National Occupational Standards (NOS) Parameters

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

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 though 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:

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 activites

GS21. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority

GS22. Apply balanced judgments in different situations

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Understanding the health, safety and security risks prevalent in the workplace	**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	-	-
Knowing the people responsible for health and safety and the resources available	**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	-	-
Identifying and reporting risks	**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 though precautionary measures	5	5	-	-
PC9. identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-

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	-	-
Complying with procedures in the event of an emergency	**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**	**-**	**-**

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	27/01/2027
NSQC Clearance Date	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.

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/N0208.Implement online advertisements	50	50	-	-	100	30
MES/N0209.Ensure that online advertisements function smoothly	50	50	-	-	100	30
MES/N0216.Prepare MIS reports	50	50	-	-	100	30
MES/N0104.Maintain Workplace Health & Safety	50	50	-	-	100	10
Total	**200**	**200**	**-**	**-**	**400**	**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.
AD VIEW	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

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
SECTORS	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-FUNCTION	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.

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.