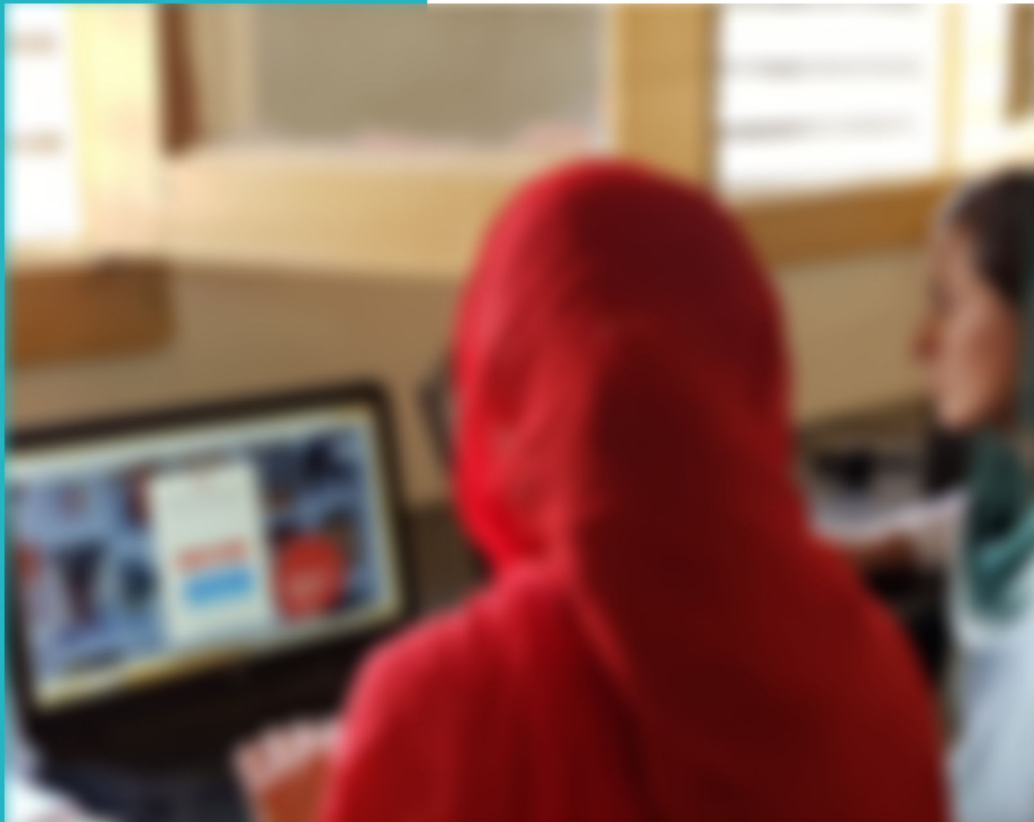


# E - COMMERCE



**ASSESSMENT PACKAGE**  
National Vocational Certificate Level 4

Version 1 - July 2013



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**Document Version**

July, 2013  
Islamabad, Pakistan

# E - COMMERCE



**ASSESSMENT PACKAGE**  
National Vocational Certificate Level 4

Version 1 - July 2013



# ASSESSMENT MATERIAL

## EVIDENCE GUIDE

### Qualification

E-commerce

CS Code:

Level: 4

Credit: 34

Version: 1

## BUSINESS ANALYSIS

### CONTENTS

1. Assessment Summary and Record
2. Candidate Assessment
3. Assessor Judgment Guide
4. List of required tools/equipment, material and context of assessment

### ASSESSMENT AND ASSESSOR DETAILS

Competent

☐

Not Yet Competent

☐

Assessment

☐

Re-Assessment

☐

Assessor's Name

Assessor's Code

Assessor's Signature

Date

DD	MM							YYYY	

### CANDIDATE DETAILS

Candidate's Name

First Name

Last Name

Father's Name

Institute Name and District

CNIC/BFORM #

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Registration Number issued by Assessment Body

Gender

Male

☐

Female

☐

Transgender

☐

Candidate's Consent

I agree to the time and date of the assessment and am aware of the requirements of the assessment. I fully understand my rights of appeal.

Candidate's Signature

### ASSESSMENT RESULTS SUMMARY FORM

You can use this coversheet as an *Assessment Results Summary Form*. Simply post a photocopy of this completed coversheet to **NAVTTTC**

### NAVTTTC OFFICE ONLY

1. DATE FORM RECEIVED:

DD	MM							YYYY	

2. DATE ENTERED INTO DATABASE:

DD	MM							YYYY	

# 1

## ASSESSMENT SUMMARY & RECORD

ACTIVITY	METHOD				DESIRED OUTCOMES	RESULT	
NATURE OF ACTIVITY	WRITTEN	ORAL	PORTFOLIO	OBSERVATION	DESIRED OUTCOMES FOR SUCCESSFUL ASSESSMENT OF COMPETENCY STANDARD: BUSINESS ANALYSIS	COMPETENT	NOT YET COMPETENT
Practical Skill Demonstration				✓	<ul style="list-style-type: none"> <li>Search B2C e-commerce websites using Google search engine</li> <li>Make research regarding marketing scope of Samsung cell phones in Pakistan</li> <li>Create an SRS document on the basis of above mentioned activity</li> <li>Develop UML diagram based on SRS document</li> <li>Design test cases for already provided application using Bugzilla</li> </ul>		
Knowledge Assessment	✓	✓			<ul style="list-style-type: none"> <li>Answer all questions your assessor may have during the practical assessment.</li> </ul>		
Other Requirements					<ul style="list-style-type: none"> <li>N/A</li> </ul>		

Candidate's Name.....Father's Name .....

ALL WORK ASSESSED IN THIS COMPETENCY STANDARD MUST BE YOUR OWN WORK.

## GUIDANCE TO CANDIDATE

To meet this standard you are required to complete the following tasks within **four hours** timeframe:

- Search five B2C e-commerce websites using Google search engine
- Make a research regarding marketing scope of Samsung cell phones in Pakistan
- Create a Software Requirement Specification (SRS) document based on above-mentioned research of Samsung cell phones
- Develop Unified Modelling Language (UML) diagram on the basis of SRS document
- Design test cases for already provided application using Bugzilla

**Important Note:** The following general performance criteria will be followed and performed in all the tasks (where applicable) by the candidate in order to meet this standard.

- ✓ Follow health and safety procedure as per the requirements of given task
- ✓ Prepare work station as per the requirements of task
- ✓ Select tools/ equipment as per the requirements of task
- ✓ Report to supervisor in case of any contingency after taking necessary actions
- ✓ Complete the work by following sequence of operations
- ✓ Perform task(s) within standard timeframe

ACTIVITIES	CANDIDATE RESPONSE
<b>1. Complete practical task of 'Conducting Business Analysis' under observation by an assessor</b>	<p>During a practical assessment, under observation by an assessor, I will correctly:</p> <ul style="list-style-type: none"> <li>• Search five B2C e-commerce websites using Google search engine               <ul style="list-style-type: none"> <li>✓ Enter keyword in search engine for B2C e-commerce websites</li> <li>✓ Select five B2C e-commerce websites</li> </ul> </li> <li>• Make a research regarding marketing scope of Samsung cell phones in Pakistan               <ul style="list-style-type: none"> <li>✓ Classify the market trends into different segments</li> <li>✓ Analyse the data of the market trends, product sales and competitors</li> <li>✓ Make decision about market opportunities</li> </ul> </li> <li>• Create an SRS document on the basis of research regarding marketing scope of Samsung cell phones in Pakistan               <ul style="list-style-type: none"> <li>✓ Perform categorisation of processes according to SRS document standards</li> <li>✓ Develop Requirement Traceability Matrix (RTM)</li> </ul> </li> <li>• Develop UML diagram on the basis of SRS document               <ul style="list-style-type: none"> <li>✓ Draw UML diagram using use case diagram</li> <li>✓ Draw UML diagram using class diagram</li> <li>✓ Draw UML diagram using activity diagram</li> <li>✓ Draw UML diagram using sequence diagram</li> <li>✓ Draw UML diagram using component diagram</li> <li>✓ Draw UML diagram using state diagram</li> <li>✓ Draw UML diagram using deployment diagram</li> </ul> </li> <li>• Design test cases for already provided application using Bugzilla               <ul style="list-style-type: none"> <li>✓ Develop two test cases using Bugzilla for already provided application</li> <li>✓ Integrate Requirement Traceability Matrix (RTM) for Bugzilla</li> </ul> </li> <li>• General performance criteria:               <ul style="list-style-type: none"> <li>✓ Follow health and safety procedure as per the requirements of given task</li> <li>✓ Prepare work station as per the requirements of task</li> <li>✓ Select tools/ equipment as per the requirements of task</li> <li>✓ Report to supervisor in case of any contingency after taking necessary actions</li> <li>✓ Complete the work by following sequence of operations</li> <li>✓ Perform task(s) within standard timeframe</li> </ul> </li> </ul>

<b>2. Answer any questions your assessor may have during the practical assessment</b>	My answers to questions are correct and demonstrate my understanding of the topics and their application.
---	---

Candidate's Name ..... Father's Name.....

**INSTRUCTIONS  
FOR ASSESSOR**

This section contains minimum evidence requirements. Oral questioning may be used to clarify candidate understanding of the topic and its application.

ACTIVITIES	MINIMUM EVIDENCE REQUIRED	YES	NO	ASSESSOR COMMENTS
<b>1. Complete practical task of 'Conducting Business Analysis' under observation by an assessor</b>	During a practical assessment, under observation by an assessor, the candidate correctly carried out the following tasks:			
Search five B2C e-commerce websites using Google search engine	Entered keyword in search engine for B2C e-commerce websites			
	Selected five B2C e-commerce websites			
Make a research regarding marketing scope of Samsung cell phones in Pakistan	Classified the market trends into different segments			
	Analysed the data of the market trends, product sales and competitors			
	Made decision about market opportunities			
Create an SRS document on the basis of research regarding marketing scope of Samsung cell phones in Pakistan	Performed categorisation of processes according to SRS document standards			
	Developed Requirement Traceability Matrix (RTM)			
Develop UML diagram on the basis of SRS document	Drew UML diagram using use case diagram			
	Drew UML diagram using class diagram			
	Drew UML diagram using activity diagram			
	Drew UML diagram using sequence diagram			
	Drew UML diagram using component diagram			
	Drew UML diagram using state diagram			
	Drew UML diagram using deployment diagram			
Design test cases for already provided application using Bugzilla	Developed two test cases using Bugzilla for already provided application			
	Integrated Requirement Traceability Matrix (RTM) for Bugzilla			
General performance criteria	Followed health and safety procedure as per the requirements of given task			
	Prepared work station as per the requirements of task			
	Selected tools/ equipment as per the requirements of task			
	Reported to supervisor in case of any contingency after taking necessary actions			
	Completed the work by following sequence of operations			



	Performed task(s) within standard timeframe			
<b>2. Answer any questions the assessor may have during the practical assessment</b>	<p>Candidate's answers to questions are correct and demonstrate understanding of the topics and their application.</p> <p>Assessor to document below all questions asked and candidate answers. Use extra sheets if required and attach.</p>			

# 4

## LIST OF TOOLS, EQUIPMENT, MATERIAL AND CONTEXT OF ASSESSMENT

<b>INSTRUCTIONS</b>	<p>This section contains information regarding;</p> <ul style="list-style-type: none"> <li>Context of the assessment</li> <li>List of required tools and equipment.</li> <li>List of consumable items required during the service</li> </ul>
<b>1. Context of Assessment</b>	This task will be performed in <b>real time</b> environment.

<b>2. List of tools and equipment required (for five candidates)</b>		
<b>S. No</b>	<b>Items</b>	<b>Quantity</b>
1	<p>PCs (core i5 or newer, RAM 4GB or more, 1TB hard disk, Super Combo, LED Monitor 17) with following software installed:</p> <ul style="list-style-type: none"> <li>Testing tools (QuickTest Pro, Bugzilla, Issue Tracker (formerly IssueZilla))</li> <li>Designing tools (ArguUML, Sparx Enterprise Architect)</li> </ul> <p>With a reliable Internet connectivity (preferably DSL 2Mb)</p>	5
2	White board	1

<b>3. List of consumable items required (for five candidates)</b>		
<b>S. No</b>	<b>Items</b>	<b>Quantity</b>
1	Answer sheets	5
2	Papers	10
3	Pencils	5
4	Erasers	5
5	Sharpeners	5
6	White board marker	1
7	White board duster	1



# ASSESSMENT MATERIAL

## EVIDENCE GUIDE

### Qualification

E-commerce

CS Code:

Level: 4

Credit: 15

Version: 1

## WEB DESIGNING/DEVELOPMENT

### CONTENTS

1. Assessment Summary and Record
2. Candidate Assessment
3. Assessor Judgment Guide
4. List of required tools/equipment, material and context of assessment

### ASSESSMENT AND ASSESSOR DETAILS

Competent

☐

Not Yet Competent

☐

Assessment

☐

Re-Assessment

☐

Assessor's Name

Assessor's Code

Assessor's Signature

Date

DD	MM							YYYY	

### CANDIDATE DETAILS

Candidate's Name

First Name

Last Name

Father's Name

Institute Name and District

CNIC/BFORM #

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Registration Number issued by Assessment Body

Gender

Male

☐

Female

☐

Transgender

☐

Candidate's Consent

I agree to the time and date of the assessment and am aware of the requirements of the assessment. I fully understand my rights of appeal.

Candidate's Signature

### ASSESSMENT RESULTS SUMMARY FORM

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### NAVTTTC OFFICE ONLY

1. DATE FORM RECEIVED:

DD	MM							YYYY	

2. DATE ENTERED INTO DATABASE:

DD	MM							YYYY	

# 1

## ASSESSMENT SUMMARY & RECORD

ACTIVITY	METHOD				DESIRED OUTCOMES	RESULT	
NATURE OF ACTIVITY	WRITTEN	ORAL	PORTFOLIO	OBSERVATION	DESIRED OUTCOMES FOR SUCCESSFUL ASSESSMENT OF COMPETENCY STANDARD: WEB DESIGNING/DEVELOPMENT	COMPETENT	NOT YET COMPETENT
Practical Skill Demonstration				✓	<ul style="list-style-type: none"> <li>Develop an eStore with working database and payment method</li> </ul>		
Knowledge Assessment	✓	✓			<ul style="list-style-type: none"> <li>Answer all questions your assessor may have during the practical assessment.</li> </ul>		
Other Requirements					<ul style="list-style-type: none"> <li>N/A</li> </ul>		

# 2

## CANDIDATE ASSESSMENT

Candidate's Name.....Father's Name .....

ALL WORK ASSESSED IN THIS COMPETENCY STANDARD MUST BE YOUR OWN WORK.

### GUIDANCE TO CANDIDATE

To meet this standard you are required to complete the following tasks within **four hours** timeframe:

- Develop front end design using HTML, CSS, JQuery and JavaScript as per one of the given images in Annexure-1
- Develop a database and design an Entity Relationship Diagram (ERD)
- Apply security measures of the e-commerce application
- Apply different payment transaction methods as per the given services

**Important Note:** The following general performance criteria will be followed and performed in all the tasks (where applicable) by the candidate in order to meet this standard.

- ✓ Follow health and safety procedure as per the requirements of given task
- ✓ Prepare work station as per the requirements of task
- ✓ Select tools/ equipment as per the requirements of task
- ✓ Report to supervisor in case of any contingency after taking necessary actions
- ✓ Complete the work by following sequence of operations
- ✓ Perform task(s) within standard timeframe

ACTIVITIES	CANDIDATE RESPONSE
1. Complete practical task of 'Web Designing/Development' under observation by an assessor	<p>During a practical assessment, under observation by an assessor, I will correctly:</p> <ul style="list-style-type: none"> <li>• Develop front end design of an eStore using HTML, CSS, JQuery and JavaScript as per one of the given images in Annexure-1 <ul style="list-style-type: none"> <li>✓ Apply colour scheme as per Annexure-1</li> <li>✓ Write code for product display frames/section as per requirements</li> <li>✓ Write code for different frames/panels of the page as per requirements</li> <li>✓ Display features of each product</li> <li>✓ Display banner on prominent place for the popular products</li> </ul> </li> <li>• Develop a database and design an Entity Relationship Diagram (ERD) in accordance with the above mentioned activity <ul style="list-style-type: none"> <li>✓ Recognise entities as per requirements of the Annexure-1</li> <li>✓ Establish relations between entities</li> <li>✓ Draw Entity Relationship Diagram (ERD) for the database</li> <li>✓ Create a database according to the above mentioned design</li> </ul> </li> <li>• Apply security measures as per requirements of eStore <ul style="list-style-type: none"> <li>✓ Configure 128-bit Secure Socket Layer (SSL)</li> <li>✓ Apply different payment transaction methods as per one of the given services</li> </ul> </li> <li>• Apply different payment methods by choosing one of these services <ul style="list-style-type: none"> <li>✓ ACH (American Clearing House)</li> <li>✓ PayPal</li> </ul> </li> <li>• General performance criteria: <ul style="list-style-type: none"> <li>✓ Follow health and safety procedure as per the requirements of given task</li> <li>✓ Prepare work station as per the requirements of task</li> <li>✓ Select tools/ equipment as per the requirements of task</li> <li>✓ Report to supervisor in case of any contingency after taking necessary actions</li> <li>✓ Complete the work by following sequence of operations</li> <li>✓ Perform task(s) within standard timeframe</li> </ul> </li> </ul>

<b>2. Answer any questions your assessor may have during the practical assessment</b>	My answers to questions are correct and demonstrate my understanding of the topics and their application.
---	---

Candidate's Name ..... Father's Name.....

**INSTRUCTIONS  
FOR ASSESSOR**

This section contains minimum evidence requirements. Oral questioning may be used to clarify candidate understanding of the topic and its application.

ACTIVITIES	MINIMUM EVIDENCE REQUIRED	YES	NO	ASSESSOR COMMENTS
<b>1. Complete practical task of 'Web Designing/Development' under observation by an assessor</b>	During a practical assessment, under observation by an assessor, the candidate correctly carried out the following tasks:			
Develop front end design of an eStore using HTML, CSS, JQuery and JavaScript as per one of the given images in Annexure-1	Applied colour scheme as per Annexure-1			
	Wrote code for product display frames/section as per requirements			
	Wrote code for different frames/panels of the page as per requirements			
	Displayed features of each product			
	Displayed banner on prominent place for the popular products			
Develop a database and design an Entity Relationship Diagram (ERD) in accordance with the above mentioned activity	Recognised entities as per requirements of the Annexure-1			
	Established relations between entities			
	Drew Entity Relationship Diagram (ERD) for the database			
	Created a database according to the above mentioned design			
Apply security measures as per requirements of eStore	Configured 128-bit Secure Socket Layer (SSL)			
	Applied different payment transaction methods as per one of the given services			
Apply different payment methods by choosing one of these services	ACH (American Clearing House)			
	PayPal			
General performance criteria	Followed health and safety procedure as per the requirements of given task			
	Prepared work station as per the requirements of task			
	Selected tools/ equipment as per the requirements of task			
	Reported to supervisor in case of any contingency after taking necessary actions			
	Completed the work by following sequence of operations			
	Performed task(s) within standard timeframe			

<p><b>2. Answer any questions the assessor may have during the practical assessment</b></p>	<p>Candidate's answers to questions are correct and demonstrate understanding of the topics and their application.</p> <p>Assessor to document below all questions asked and candidate answers. Use extra sheets if required and attach.</p>			
---	--	--	--	--




# 4

## LIST OF TOOLS, EQUIPMENT, MATERIAL AND CONTEXT OF ASSESSMENT

<b>INSTRUCTIONS</b>	This section contains information regarding; <ul style="list-style-type: none"> <li>Context of the assessment</li> <li>List of required tools and equipment.</li> <li>List of consumable items required during the service</li> </ul>
<b>1. Context of Assessment</b>	This task will be performed in <b>real time</b> environment.

<b>2. List of tools and equipment required (for five candidates)</b>		
<b>S. No</b>	<b>Items</b>	<b>Quantity</b>
1	PCs (core i5 or newer, RAM 4GB or more, 1TB hard disk, Super Combo, LED Monitor 17") with following software installed: <ul style="list-style-type: none"> <li>Database software (Oracle, Microsoft Access, MySQL, MS SQL, Postgres etc.)</li> <li>Tools (Netbeans IDE, Eclipse, Adobe Dreamweaver, Microsoft Visual Studio, Adobe Photoshop)</li> <li>Enterprise Content Management (ECM) tools e.g. Drupal, Wordpress, Joomla, Magento</li> <li>Web server e.g. IIS, Apache Tomcat, Glassfish, JBoss, Bea WebLogic</li> <li>Designing tools (ArguUML, Sparx Enterprise Architect)</li> </ul> With a reliable Internet connectivity (preferably DSL 2Mb)	5
2	White board	1

<b>3. List of consumable items required (for five candidates)</b>		
<b>S. No</b>	<b>Items</b>	<b>Quantity</b>
1	Answer sheets	5
2	Papers	10
3	Pencils	5
4	Erasers	5
5	Sharpeners	5
6	White board marker	1
7	White board duster	1



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**Consequat Regetnu**  
Roin condimentum arcu non lacus suscipit vulputate. Cras sed libero nibh. Proin dictum velit vel ante porta id accumsan diam convallis.

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**Ut viverra Voluptate**  
Oorbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi quam dolor, ornare vel aliquam non, consequat eget nunc.

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# ASSESSMENT MATERIAL

## EVIDENCE GUIDE

### Qualification

E-commerce

CS Code:

Level: 4

Credit: 15

Version: 1

## QUALITY ASSURANCE

### CONTENTS

1. Assessment Summary and Record
2. Candidate Assessment
3. Assessor Judgment Guide
4. List of required tools/equipment, material and context of assessment

### ASSESSMENT AND ASSESSOR DETAILS

Competent

☐

Not Yet Competent

☐

Assessment

☐

Re-Assessment

☐

Assessor's Name

Assessor's Code

Assessor's Signature

Date

DD	MM	YYYY							

### CANDIDATE DETAILS

Candidate's Name

First Name

Last Name

Father's Name

Institute Name and District

CNIC/BFORM #

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Registration Number issued by  
Assessment Body

Gender

Male

☐

Female

☐

Transgender

☐

Candidate's Consent

I agree to the time and date of the assessment and am aware of the requirements of the assessment. I fully understand my rights of appeal.

Candidate's Signature

### ASSESSMENT RESULTS SUMMARY FORM

You can use this coversheet as an *Assessment Results Summary Form*. Simply post a photocopy of this completed coversheet to **NAVTTTC**

### NAVTTTC OFFICE ONLY

1. DATE  
FORM  
RECEIVED:

DD	MM	YYYY							

2. DATE ENTERED INTO  
DATABASE:

DD	MM	YYYY							

# 1

## ASSESSMENT SUMMARY & RECORD

ACTIVITY	METHOD				DESIRED OUTCOMES	RESULT	
NATURE OF ACTIVITY	WRITTEN	ORAL	PORTFOLIO	OBSERVATION	DESIRED OUTCOMES FOR SUCCESSFUL ASSESSMENT OF COMPETENCY STANDARD: QUALITY ASSURANCE	COMPETENT	NOT YET COMPETENT
Practical Skill Demonstration				✓	<ul style="list-style-type: none"> <li>Perform verification and validation of e-commerce application</li> <li>Execute testing of e-commerce application as per industry standards</li> </ul>		
Knowledge Assessment	✓	✓			<ul style="list-style-type: none"> <li>Answer all questions your assessor may have during the practical assessment.</li> </ul>		
Other Requirements					<ul style="list-style-type: none"> <li>N/A</li> </ul>		

# 2

## CANDIDATE ASSESSMENT

Candidate's Name.....Father's Name .....

ALL WORK ASSESSED IN THIS COMPETENCY STANDARD MUST BE YOUR OWN WORK.

### GUIDANCE TO CANDIDATE

To meet this standard you are required to complete the following tasks within **four hours** timeframe:

- Perform verification and validation of e-commerce application
- Execute testing of e-commerce application as per industry standards

**Important Note:** The following general performance criteria will be followed and performed in all the tasks (where applicable) by the candidate in order to meet this standard.

- ✓ Follow health and safety procedure as per the requirements of given task
- ✓ Prepare work station as per the requirements of task
- ✓ Select tools/ equipment as per the requirements of task
- ✓ Report to supervisor in case of any contingency after taking necessary actions
- ✓ Complete the work by following sequence of operations
- ✓ Perform task(s) within standard timeframe

ACTIVITIES	CANDIDATE RESPONSE
1. Complete practical task of 'Checking Quality Assurance' under observation by an assessor	<p>During a practical assessment, under observation by an assessor, I will correctly:</p> <ul style="list-style-type: none"> <li>• Perform verification and validation of e-commerce application               <ul style="list-style-type: none"> <li>✓ Illustrate techniques to validate the requirements against applicable industry standards</li> <li>✓ Classify techniques to verify the system against business requirements</li> <li>✓ Perform Gap analysis as per industry standards</li> <li>✓ Assure quality of e-commerce application as per CMMI process standards</li> <li>✓ Assure quality of e-commerce application as per ISO process standards</li> <li>✓ Assure quality of e-commerce application as per SPICE process standards</li> <li>✓ Assure quality of e-commerce application as per IEEE process standards</li> </ul> </li> <li>• Execute testing of e-commerce application as per industry standards               <ul style="list-style-type: none"> <li>✓ Perform quality control defects findings with reference to requirements (customer/business)</li> <li>✓ Execute the test cases using automated tool Firebug</li> <li>✓ Execute the test cases using automated tool JMeter</li> <li>✓ Perform applicable testing technique Alpha</li> <li>✓ Perform applicable testing technique Beta</li> <li>✓ Perform applicable testing technique Integration</li> <li>✓ Perform applicable testing technique System Regression</li> <li>✓ Perform applicable testing technique Stress</li> <li>✓ Perform applicable testing technique User Acceptance Test (UAT)</li> </ul> </li> <li>• General performance criteria:               <ul style="list-style-type: none"> <li>✓ Follow health and safety procedure as per the requirements of given task</li> <li>✓ Prepare work station as per the requirements of task</li> <li>✓ Select tools/ equipment as per the requirements of task</li> <li>✓ Report to supervisor in case of any contingency after taking necessary actions</li> <li>✓ Complete the work by following sequence of operations</li> <li>✓ Perform task(s) within standard timeframe</li> </ul> </li> </ul>
2. Answer any questions your assessor may have during the practical assessment	My answers to questions are correct and demonstrate my understanding of the topics and their application.

# 3

## ASSESSOR JUDGEMENT GUIDE

Candidate's Name ..... Father's Name.....

### INSTRUCTIONS FOR ASSESSOR

This section contains minimum evidence requirements. Oral questioning may be used to clarify candidate understanding of the topic and its application.

ACTIVITIES	MINIMUM EVIDENCE REQUIRED	YES	NO	ASSESSOR COMMENTS
<b>1. Complete practical task of 'Checking Quality Assurance' under observation by an assessor</b>	During a practical assessment, under observation by an assessor, the candidate correctly carried out the following tasks:			
Perform verification and validation of e-commerce application	Illustrated techniques to validate the requirements against applicable industry standards			
	Classified techniques to verify the system against business requirements			
	Performed Gap analysis as per industry standards			
	Assured quality of e-commerce application as per CMMI process standards			
	Assured quality of e-commerce application as per ISO process standards			
	Assured quality of e-commerce application as per SPICE process standards			
	Assured quality of e-commerce application as per IEEE process standards			
Execute testing of e-commerce application as per industry standards	Performed quality control defects findings with reference to requirements (customer/business)			
	Executed the test cases using automated tool Firebug			
	Executed the test cases using automated tool JMeter			
	Performed applicable testing technique Alpha			
	Performed applicable testing technique Beta			
	Performed applicable testing technique Integration			
	Performed applicable testing technique System Regression			
	Performed applicable testing technique Stress			
	Performed applicable testing technique User Acceptance Test (UAT)			
General performance criteria	Followed health and safety procedure as per the requirements of given task			
	Prepared work station as per the requirements of task			
	Selected tools/ equipment as per the requirements of task			
	Reported to supervisor in case of any contingency after taking necessary actions			
	Completed the work by following sequence of operations			
	Performed task(s) within standard timeframe			



<p><b>2. Answer any questions the assessor may have during the practical assessment</b></p>	<p>Candidate's answers to questions are correct and demonstrate understanding of the topics and their application.</p> <p>Assessor to document below all questions asked and candidate answers. Use extra sheets if required and attach.</p>			
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# 4

## LIST OF TOOLS, EQUIPMENT, MATERIAL AND CONTEXT OF ASSESSMENT

<b>INSTRUCTIONS</b>	<p>This section contains information regarding;</p> <ul style="list-style-type: none"> <li>Context of the assessment</li> <li>List of required tools and equipment.</li> <li>List of consumable items required during the service</li> </ul>
<b>1. Context of Assessment</b>	This task will be performed in <b>real time</b> environment.

<b>2. List of tools and equipment required (for five candidates)</b>		
<b>S. No</b>	<b>Items</b>	<b>Quantity</b>
1	PCs (core i5 or newer, RAM 4GB or more, 1TB hard disk, Super Combo, LED Monitor 17") with following software installed: <ul style="list-style-type: none"> <li>Bug tracking tools (Quick test pro, Bugzilla, Issue Tracker (formerly IssueZilla)).</li> <li>Testing tools (JMeter, E-test)</li> </ul> With a reliable Internet Connectivity (preferably DSL 2Mb)	5
2	White board	1

<b>3. List of consumable items required (for five candidates)</b>		
<b>S. No</b>	<b>Items</b>	<b>Quantity</b>
1	Answer sheets	5
2	Papers	10
3	Pencils	5
4	Erasers	5
5	Sharpeners	5
6	White board marker	1
7	White board duster	1



# ASSESSMENT MATERIAL

## EVIDENCE GUIDE

### Qualification

E-commerce

CS Code:

Level: 4

Credit: 11

Version: 1

# ELECTRONIC MARKETING

## CONTENTS

1. Assessment Summary and Record
2. Candidate Assessment
3. Assessor Judgment Guide
4. List of required tools/equipment, material and context of assessment

## ASSESSMENT AND ASSESSOR DETAILS

Competent

☐

Not Yet Competent

☐

Assessment

☐

Re-Assessment

☐

Assessor's Name

Assessor's Code

Assessor's Signature

Date

DD	MM	YYYY							

## CANDIDATE DETAILS

Candidate's Name

First Name

Last Name

Father's Name

Institute Name and District

CNIC/BFORM #

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Registration Number issued by  
Assessment Body

Gender

Male ☐

Female ☐

Transgender ☐

Candidate's Consent

I agree to the time and date of the assessment and am aware of the requirements of the assessment. I fully understand my rights of appeal.

Candidate's Signature

## ASSESSMENT RESULTS SUMMARY FORM

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2. DATE ENTERED INTO  
DATABASE:

DD	MM	YYYY							

# 1

## ASSESSMENT SUMMARY & RECORD

ACTIVITY	METHOD				DESIRED OUTCOMES	RESULT	
NATURE OF ACTIVITY	WRITTEN	ORAL	PORTFOLIO	OBSERVATION	DESIRED OUTCOMES FOR SUCCESSFUL ASSESSMENT OF COMPETENCY STANDARD: ELECTRONIC MARKETING	COMPETENT	NOT YET COMPETENT
Practical Skill Demonstration				✓	<ul style="list-style-type: none"> <li>Optimise search engine according to industry standards</li> <li>Apply efficient e-marketing strategies in e-commerce process</li> </ul>		
Knowledge Assessment	✓	✓			<ul style="list-style-type: none"> <li>Answer all questions your assessor may have during the practical assessment.</li> </ul>		
Other Requirements					<ul style="list-style-type: none"> <li>N/A</li> </ul>		

# 2

## CANDIDATE ASSESSMENT

Candidate's Name.....Father's Name .....

ALL WORK ASSESSED IN THIS COMPETENCY STANDARD MUST BE YOUR OWN WORK.

### GUIDANCE TO CANDIDATE

To meet this standard you are required to complete the following tasks within **three hours** timeframe:

- Perform search engine optimisation for a website according to industry standards
- Perform supply chain activities of e-commerce process
- Apply social media marketing techniques in e-commerce including advertisement on social media sites, blog writing and email composing

**Important Note:** The following general performance criteria will be followed and performed in all the tasks (where applicable) by the candidate in order to meet this standard.

- ✓ Follow health and safety procedure as per the requirements of given task
- ✓ Prepare work station as per the requirements of task
- ✓ Select tools/ equipment as per the requirements of task
- ✓ Report to supervisor in case of any contingency after taking necessary actions
- ✓ Complete the work by following sequence of operations
- ✓ Perform task(s) within standard timeframe

ACTIVITIES	CANDIDATE RESPONSE
1. Complete practical task of 'Electronic Marketing' under observation by an assessor	<p>During a practical assessment, under observation by an assessor, I will correctly:</p> <ul style="list-style-type: none"> <li>• Perform SEO (Search Engine Optimization) for a website according to industry standards <ul style="list-style-type: none"> <li>✓ Apply SEO technique White Hat according to industry standards</li> <li>✓ Apply SEO technique Black Hat according to industry standards</li> </ul> </li> <li>• Perform supply chain activities of e-commerce process <ul style="list-style-type: none"> <li>✓ Identify any two potential suppliers for electronic equipment</li> <li>✓ Develop a consolidated inventory items list for electronic gadgets which include product characteristics/specifications</li> </ul> </li> <li>• Apply social media marketing techniques in e-commerce including advertisement on social media sites, blog writing and email composing <ul style="list-style-type: none"> <li>✓ Develop a brand page on any social media site (Facebook, LinkedIn, Twitter and Google+)</li> <li>✓ Draft an email to introduce a product to customers</li> <li>✓ Create a blog on any blogging platform</li> </ul> </li> <li>• General performance criteria: <ul style="list-style-type: none"> <li>✓ Follow health and safety procedure as per the requirements of given task</li> <li>✓ Prepare work station as per the requirements of task</li> <li>✓ Select tools/ equipment as per the requirements of task</li> <li>✓ Report to supervisor in case of any contingency after taking necessary actions</li> <li>✓ Complete the work by following sequence of operations</li> <li>✓ Perform task(s) within standard timeframe</li> </ul> </li> </ul>
2. Answer any questions your assessor may have during the practical assessment	My answers to questions are correct and demonstrate my understanding of the topics and their application.

Candidate's Name ..... Father's Name.....

**INSTRUCTIONS  
FOR ASSESSOR**

This section contains minimum evidence requirements. Oral questioning may be used to clarify candidate understanding of the topic and its application.

ACTIVITIES	MINIMUM EVIDENCE REQUIRED	YES	NO	ASSESSOR COMMENTS
<b>1. Complete practical task of 'Electronic Marketing' under observation by an assessor</b>	During a practical assessment, under observation by an assessor, the candidate correctly carried out the following tasks:			
Preform SEO (Search Engine Optimization) for a website according to industry standards	Applied SEO technique White Hat according to industry standards			
	Applied SEO technique Black Hat according to industry standards			
Perform supply chain activities of e-commerce process	Identified any two potential suppliers for electronic equipment			
	Developed a consolidated inventory items list for electronic gadgets which include product characteristics/specifications			
Apply social media marketing techniques in e-commerce including advertisement on social media sites, blog writing and email composing	Developed a brand page on any social media site (Facebook, LinkedIn, Twitter and Google+)			
	Drafted an email to introduce a product to customers			
	Created a blog on any blogging platform			
General performance criteria	Followed health and safety procedure as per the requirements of given task			
	Prepared work station as per the requirements of task			
	Selected tools/ equipment as per the requirements of task			
	Reported to supervisor in case of any contingency after taking necessary actions			
	Completed the work by following sequence of operations			
	Performed task(s) within standard timeframe			

<p><b>2. Answer any questions the assessor may have during the practical assessment</b></p>	<p>Candidate's answers to questions are correct and demonstrate understanding of the topics and their application.</p> <p>Assessor to document below all questions asked and candidate answers. Use extra sheets if required and attach.</p>			
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# 4

## LIST OF TOOLS, EQUIPMENT, MATERIAL AND CONTEXT OF ASSESSMENT

<b>INSTRUCTIONS</b>	<p>This section contains information regarding;</p> <ul style="list-style-type: none"> <li>Context of the assessment</li> <li>List of required tools and equipment.</li> <li>List of consumable items required during the service</li> </ul>
<b>1. Context of Assessment</b>	This task will be performed in <b>real time</b> environment.

<b>2. List of tools and equipment required (for five candidates)</b>		
<b>S. No</b>	<b>Items</b>	<b>Quantity</b>
1	PCs (core i5 or newer, RAM 4GB or more, 1TB hard disk, Super Combo, LED Monitor 17") with following software installed: <ul style="list-style-type: none"> <li>SEO tools</li> <li>SCM applications</li> </ul> With a reliable Internet connectivity (preferably DSL 2Mb)	5
2	White board	1

<b>3. List of consumable items required (for five candidates)</b>		
<b>S. No</b>	<b>Items</b>	<b>Quantity</b>
1	Answer sheets	5
2	Papers	10
3	Pencils	5
4	Erasers	5
5	Sharpeners	5
6	White board marker	1
7	White board duster	1





# ASSESSMENT MATERIAL

## EVIDENCE GUIDE

### Qualification

E-commerce

Qualification Code:

Level: 4

Credit: 80

Version: 1

# ELECTRONIC COMMERCE

## CONTENTS

1. Assessment Summary and Record
2. Candidate Assessment
3. Assessor Judgment Guide
4. List of required tools/equipment, material and context of assessment

## ASSESSMENT AND ASSESSOR DETAILS

Competent

☐

Not Yet Competent

☐

Assessment

☐

Re-Assessment

☐

Assessor's Name

Assessor's Code

Assessor's Signature

Date

DD	MM	YYYY							

## CANDIDATE DETAILS

Candidate's Name

First Name

Last Name

Father's Name

Institute Name and District

CNIC/BFORM #

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Registration Number issued by  
Assessment Body

Gender

Male

☐

Female

☐

Transgender

☐

Candidate's Consent

I agree to the time and date of the assessment and am aware of the requirements of the assessment. I fully understand my rights of appeal.

Candidate's Signature

## ASSESSMENT RESULTS SUMMARY FORM

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2. DATE ENTERED INTO  
DATABASE:

DD	MM	YYYY							

# 1

## ASSESSMENT SUMMARY & RECORD

ACTIVITY	METHOD				DESIRED OUTCOMES	RESULT	
NATURE OF ACTIVITY	WRITTEN	ORAL	PORTFOLIO	OBSERVATION	DESIRED OUTCOMES FOR SUCCESSFUL ASSESSMENT OF QUALIFICATION: ELECTRONIC COMMERCE	COMPETENT	NOT YET COMPETENT
Practical Skill Demonstration				✓	<ul style="list-style-type: none"> <li>Perform business analysis of the given product summary</li> <li>Develop website design as per given product summary requirements</li> <li>Perform quality assurance</li> <li>Perform electronic marketing</li> </ul>		
Knowledge Assessment	✓	✓			<ul style="list-style-type: none"> <li>Answer all questions your assessor may have during the practical assessment.</li> </ul>		
Other Requirements					<ul style="list-style-type: none"> <li>N/A</li> </ul>		

# 2

## CANDIDATE ASSESSMENT

Candidate's Name.....Father's Name .....

ALL WORK ASSESSED IN THIS COMPETENCY STANDARD MUST BE YOUR OWN WORK.

### GUIDANCE TO CANDIDATE

To meet this standard you are required to complete the following tasks within **four hours** timeframe:

Design and develop a website on local host comprising of four pages in any of the object oriented web programming language. Candidate needs to complete the following requirements. A user can view and add products to shopping cart. By clicking **Proceed to Checkout**, user has two options; **Signup** (For New Customers) and **Sign in** (For Returning Customers). On payment page there should be provision to select PayPal® or Visa credit card using a simulation or Sandbox.

- List down the functional requirements of given product summary
- Draw detailed ER diagram and develop a database for above mentioned product requirements
- Develop any design template and further program it to fulfil the given product summary
- Apply payment methods as per given services of PayPal/Visa credit card
- Perform the Alpha test on the developed e-commerce application to validate the requirements
- List the unique keywords of developed e-commerce application accordingly

**Important Note:** The following general performance criteria will be followed and performed in all the tasks (where applicable) by the candidate in order to meet this standard.

- ✓ Follow health and safety procedure as per the requirements of given task
- ✓ Prepare work station as per the requirements of task
- ✓ Select tools/ equipment as per the requirements of task
- ✓ Report to supervisor in case of any contingency after taking necessary actions
- ✓ Complete the work by following sequence of operations
- ✓ Perform task(s) within standard timeframe

ACTIVITIES	CANDIDATE RESPONSE
1. Complete practical task of 'Electronic Commerce' under observation by an assessor	<p>During a practical assessment, under observation by an assessor, I will correctly:</p> <ul style="list-style-type: none"> <li>• List down the functional requirement of given product summary <ul style="list-style-type: none"> <li>✓ Check the dependency of requirements upon each other as per standards</li> <li>✓ Discard the conflicting requirements as per standards</li> <li>✓ Verify each requirement as per standards</li> </ul> </li> <li>• Draw detailed ER diagram and develop a database for above mentioned product requirements <ul style="list-style-type: none"> <li>✓ Recognise entities and relations between them of given product summary as per industry standards</li> <li>✓ Draw ER diagram for the database of given product summary as per industry standards</li> <li>✓ Create a database for the above mentioned product summary</li> </ul> </li> <li>• Develop any design template and further program it to fulfil the given product summary <ul style="list-style-type: none"> <li>✓ Write the source code/script as per standards</li> <li>✓ Write the internal comments in source code/script as per standards</li> </ul> </li> <li>• Apply payment methods as per given services of PayPal/Visa credit card <ul style="list-style-type: none"> <li>✓ Create the PayPal and Sandbox test accounts on PayPal developer website</li> <li>✓ Make PayPal requests to the Sandbox environment</li> <li>✓ Get success in response to the request</li> </ul> </li> <li>• Perform the Alpha test on the developed e-commerce application to validate the requirements <ul style="list-style-type: none"> <li>✓ Write test case according to standards for e-commerce application</li> <li>✓ Execute test case in program as per standard procedure</li> <li>✓ Develop bug list that should include the bug details including severity and steps to reproduce executed program as per industry standards</li> </ul> </li> <li>• List the unique keywords of developed e-commerce application accordingly <ul style="list-style-type: none"> <li>✓ List the potential keywords according to market trends</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>✓ Write synonyms of potential keywords of e-commerce application</li> <li>✓ Prioritize the list against importance and usage</li> <li>• General performance criteria: <ul style="list-style-type: none"> <li>✓ Follow health and safety procedure as per the requirements of given task</li> <li>✓ Prepare work station as per the requirements of task</li> <li>✓ Select tools/ equipment as per the requirements of task</li> <li>✓ Report to supervisor in case of any contingency after taking necessary actions</li> <li>✓ Complete the work by following sequence of operations</li> <li>✓ Perform task(s) within standard timeframe</li> </ul> </li> </ul>
<b>2. Answer any questions your assessor may have during the practical assessment</b>	My answers to questions are correct and demonstrate my understanding of the topics and their application.

Candidate's Name ..... Father's Name.....

**INSTRUCTIONS  
FOR ASSESSOR**

This section contains minimum evidence requirements. Oral questioning may be used to clarify candidate understanding of the topic and its application.

ACTIVITIES	MINIMUM EVIDENCE REQUIRED	YES	NO	ASSESSOR COMMENTS
<b>1. Complete practical task of 'Electronic Commerce' under observation by an assessor</b>	During a practical assessment, under observation by an assessor, the candidate correctly carried out the following tasks:			
List down the functional requirement of given product summary	Checked the dependency of requirements upon each other as per standards Discarded the conflicting requirements as per standards Verified each requirement as per standards			
Draw detailed ER diagram and develop a database for above mentioned product requirements	Recognised entities and relations between them of given product summary as per industry standards Drew ER diagram for the database of given product summary as per industry standards Created a database for the above mentioned product summary			
Develop any design template and further program it to fulfil the given product summary	Wrote the source code/script as per standards Wrote the internal comments in source code/script as per standards			
Apply payment methods as per given services of PayPal/Visa credit card	Created the PayPal and Sandbox test accounts on PayPal developer website Made PayPal requests to the Sandbox environment Got success in response to the request			
Perform the Alpha test on the developed e-commerce application to validate the requirements	Wrote test case according to standards for e-commerce application Executed test case in program as per standard procedure Developed bug list that should include the bug details including severity and steps to reproduce executed program as per industry standards			
List the unique keywords of developed e-commerce application accordingly	List the potential keywords according to market trends Wrote synonyms of potential keywords of e-commerce application Prioritized the list against importance and usage			
General performance criteria	Followed health and safety procedure as per the requirements of given task Prepared work station as per the requirements of task Selected tools/ equipment as per the requirements of task Reported to supervisor in case of any contingency after taking necessary actions Completed the work by following sequence of operations Performed task(s) within standard timeframe			

<p><b>2. Answer any questions the assessor may have during the practical assessment</b></p>	<p>Candidate's answers to questions are correct and demonstrate understanding of the topics and their application.</p> <p>Assessor to document below all questions asked and candidate answers. Use extra sheets if required and attach.</p>			
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# 4

## LIST OF TOOLS, EQUIPMENT, MATERIAL AND CONTEXT OF ASSESSMENT

<b>INSTRUCTIONS</b>	<p>This section contains information regarding;</p> <ul style="list-style-type: none"> <li>Context of the assessment</li> <li>List of required tools and equipment.</li> <li>List of consumable items required during the service</li> </ul>
<b>1. Context of Assessment</b>	This task will be performed in <b>real time</b> environment.

<b>2. List of tools and equipment required (for five candidates)</b>		
<b>S. No</b>	<b>Items</b>	<b>Quantity</b>
1	<p>PCs (core i5 or newer, RAM 4GB or more, 1TB hard disk, Super Combo, LED Monitor 17") with following software installed:</p> <ul style="list-style-type: none"> <li>Database software (Oracle, Microsoft Access, MySQL, MS SQL, Postgres etc.)</li> <li>Web design and development software</li> <li>Bug tracking tools (Quick test pro, Bugzilla, Issue Tracker (formerly IssueZilla)).</li> <li>Testing tools (E-test)</li> <li>Designing tools (ArguUML, Sparx Enterprise Architect)</li> </ul> <p>With a reliable Internet connectivity (preferably DSL 2Mb)</p>	5
2	White board	1

<b>3. List of consumable items required (for five candidates)</b>		
<b>S. No</b>	<b>Items</b>	<b>Quantity</b>
1	Answer sheets	5
2	Papers	10
3	Pencils	5
4	Erasers	5
5	Sharpeners	5
6	White board marker	1
7	White board duster	1

