

081106T4AGP

AGRIPRENEURSHIP LEVEL 6

AGR/OS/AP/CR/03/6/A

Market Agri-enterprise Products/Services

Nov/Dec 2024



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION
COUNCIL (TVET CDACC)**

**PRACTICAL ASSESSMENT
ASSESSOR'S GUIDE**

INSTRUCTIONS TO ASSESSOR

- i. *Assess the candidate as the practical progresses observing the critical areas*
- ii. *You are required to mark the practical as the candidate perform the tasks*
- iii. *You are required to take video clips at critical points*
- iv. *Ensure the candidate has a name tag and registration code at the back and front*

This guide consists of FOUR (4) printed pages.

**Assessor should check the guide to ascertain that all the pages are printed as indicated
and that no questions or answers are missing.**

Candidate's name & Registration No.			
Assessor's name & ID Code			
Unit (s) of competency			
Venue of Assessment			
Date of Assessment			
Items to be evaluated:	Marks Allocated	Marks Obtained	Comments
TASK 1: Product branding and labelling			
1. Wore the appropriate PPEs, i. Dust coat/overall ii. Mask iii. Gloves iv. Head nets <i>(Award 1 mark for each or zero)</i>	4		
2. Designed an attractive brand name for the certified maize seeds. i. Well-designed brand name ii. Uniqueness of the name <i>(Award 2 marks for each activity or zero)</i>	4		
3. Designed the product label as per standard procedures which should have; i. Name of manufacturer, phone number, email and permanent contact address ii. Name of the product iii. Colour of the maize seeds iv. Date of manufacturing and expiry date. v. Any special storage conditions (cool and dry place) vi. Weight of the content (500g) vii. KEBS trade mark of quality viii. General outlook of the label should be attractive, neat and well arranged <i>(Award 2 marks for each correct labelling or</i>	3 2 2 2 3 2 2		

zero for no labelling)			
4. Stuck the label on the khaki bag i. Correct position ii. Label coverage (2/3) (Award 1 mark for each item or zero)	2		
5. Weighed the product- certified maize seeds 500g (Award 2 marks for correct weight or zero)	2		
Sub-Total 1	30		
Task 2: Poster Design			
6. Designed an attractive poster advertising the product (maize seeds) relevant to an Agri-enterprise. (Award 2 mark or zero)	2		
7. Designed the poster according to the standard procedures, guidelines and policies. i. Effective use of bulleting/numbering to effectively deliver the message. ii. Effective use of graphics, colours and font. iii. Target customer/client identified iv. Date of preparation recorded. v. Covers more than $\frac{3}{4}$ of the page/paper. (Award 2 mark for every correct item or zero)	2 2 2 2 2		
8. Provided key information about the product. i. Name of the product. ii. Where the product can be accessed in the market. iii. Any price offers or discounts on the product. (Award marks for correct entries as guided or	1 2 2		

<i>zero for omission)</i>			
9. Placed the poster in a strategic location. <i>(Award 2 marks for correct position or zero mark for not positioning the poster)</i>	2		
10. Observed personal hygiene after the practical <i>(Award 1 mark or zero)</i>	1		
Sub-total 2	20		
GRAND TOTAL MARKS	50		
The candidate was found to be: (Please tick (√) as appropriate)			
Competent ☐	Not yet competent ☐		
<i>(The candidate is competent if s/he scores 50% or higher.</i>			
Feedback from candidate:			
Feedback to candidate:			
Candidate's signature:		Date	
Assessor's signature:		Date	

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