

# QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR LIFE SCIENCES INDUSTRY

## What are Occupational Standards (OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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## Introduction

### Qualifications Pack-Market Research Specialist – Life Sciences

**SECTOR:** LIFE SCIENCES

**SUB-SECTOR:** PHARMACEUTICAL

**OCCUPATION:** SALES AND MARKETING

**JOB ROLE:** MARKET RESEARCH SPECIALIST – LIFE SCIENCES

**REFERENCE ID:** LFS/Q0403

**ALIGNED TO:** NCO-2004/NIL

**Market Research Specialist** gathers information to determine potential sales of a product or service and in turn assist in creation of a marketing campaign. Also gathers information on competitors, prices, sales, and methods of marketing and distribution

**Brief Job Description:** Market Research Specialist is responsible for driving the future of the business through effective market data gathering, analysis, and reporting. The individuals extracts data from sales force and other systems, analyzes customer surveys, tracks the effectiveness of marketing, advertising, communications programs and strategies as well as tracks marketing and sales trends.

**Personal Attributes:** The individual should have strong analytical skills. He/she should be detail oriented and should be adept at using technology. He/she should also be able to establish and maintain contacts in the industry.

Qualifications Pack Code	LFS/Q0403		
Job Role	Market Research Specialist – Life Sciences		
Credits(NSQF)	TBD	Version number	1.0
Sector	Life Sciences	Drafted on	15/12/14
Sub-sector	Pharmaceutical and Bio Pharmaceutical	Last reviewed on	01/08/16
Occupation	Sales and Marketing	Next review date	01/08/19
NSQC Clearance on	20/07/2015		

Job Role	Market Research Specialist – Life Sciences
Role Description	Responsible for driving the future of the business through effective market data gathering, analysis, and reporting.
NSQF level	4
Minimum Educational Qualifications	B.Tech in Biotechnology/ B.Pharma / Graduate in a related field (preferably biotechnology)
Maximum Educational Qualifications	M. Pharma/ M. Tech in Biotechnology / Management Degree (preferred specialization in marketing research)
Training (Suggested but not mandatory)	On the job training
Minimum Job Entry Age	22 Years
Experience	0-2 years, for post graduates 2-4 years, for graduate
Applicable National Occupational Standards (NOS)	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">LFS/N0408: Undertake market analysis</a></li> <li><a href="#">LFS/N0405: Assist in creating business plans</a></li> <li><a href="#">LFS/N0407: Coordinate with manager and team members to carry out business development activities</a></li> <li><a href="#">LFS/N0409: Carry out market research related reporting and documentation</a></li> </ol>

Job Details

	<p>5 <a href="#">LFS/N0410: Work with cross-functional teams to enhance research outputs</a></p>
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	<b>Optional:</b> N.A.
<b>Performance Criteria</b>	As described in the relevant NOS units

Definitions	Keywords /Terms	Description
	Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the NOS, these include communication related skills that are applicable to most job roles.
	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 NOS they are looking for.
	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 NOS.
	Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
	Knowledge and Understanding	Knowledge and Understanding 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.
	National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.
	Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry.
	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.
	Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task.
	Qualifications Pack(QP)	Qualifications Pack comprises the set of NOS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
	Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
	Scope	Scope is the 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 the quality of performance required.
Sector	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.
Sub-functions	Sub-functions are sub-activities essential to fulfil the achieving the objectives of the function.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Unit Code	Unit Code is a unique identifier for an NOS unit, which can be denoted with an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
Keywords /Terms	Description
NOS	National Occupational Standard(s)
NSQF	National Skill Qualifications Framework
NCO-2004	National Classification of Occupations-2004
OS	Occupational Standard(s)
QP	Qualifications Pack
SoP	Standard Operation Procedure

Acronyms

LFS/N0408 : Undertake market analysis

# National Occupational Standards

## Overview

This Occupational Standard describes the knowledge, understanding and skills required for a Market Research Specialist to do market analysis.

LFS/N0408 : Undertake market analysis

National Occupational Standard	<b>Unit Code</b>	LFS/N0408
	<b>Unit Title (Task)</b>	Undertake market analysis
	<b>Description</b>	This NOS is about a Market Research Specialist researching and analysing market conditions in local, regional or national areas, determine potential sales of product or service and performing analysis.
	<b>Scope</b>	The unit/ task covers the following: <ul style="list-style-type: none"> <li>Collection and Data Analysis</li> </ul>
	<b>Performance Criteria (PC) w.r.t. the Scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
	Collection and Data Analysis	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. coordinate with other departments to follow-up as needed to obtain customer feedback like marketing and product managers</p> <p>PC2. develop and execute client surveys, including tracking and disseminate survey invitations and online reporting mechanisms as well as conducting phone and in-person interviews and preparing for transcription, if needed</p> <p>PC3. analyze customer surveys to gain insight into buying behaviors, pricing, and other relevant information</p> <p>PC4. identify key data findings, through in-depth analysis using traditional and advanced methods, statistical tools and prepare reports</p> <p>PC5. assist in establishing and maintaining a demographic database</p> <p>PC6. develop and maintain a network of internal and external contacts</p> <p>PC7. keep abreast of industry, client, and competitor activity</p> <p>PC8. supplement reports with fresh and relevant news articles on a daily basis to keep reports continually updated</p> <p>PC9. tag news items to relevant reports</p> <p>PC10. online data collection and reporting</p> <p>PC11. research on industry trends, emerging markets / technology</p> <p>PC12. research on prospects, customers and competition</p> <p>PC13. build databases through web research</p> <p>PC14. identify emerging or unconventional data sources</p> <p>PC15. interact with vendors and suppliers to acquire, interpret and store datasets</p> <p>PC16. conduct research in response to specific requests from other team by collecting relevant market data and information</p> <p>PC17. manage ongoing tracking studies and help to develop new studies with supervision</p> <p>PC18. track the effectiveness of marketing, advertising, and communications programs and strategies</p> <p>PC19. track marketing and sales trends, analyzing and synthesizing collected data from multiple sources</p> <p>PC20. support senior staff as needed, responding to market analysis-related questions</p> <p>PC21. liaison with market research agencies and doctors</p>
	<b>Knowledge and Understanding (K)</b>	



**LFS/N0408 : Undertake market analysis**

<p><b>A. Organisational Context</b> (Knowledge of the Company/ Organisation and its processes)</p>	<p>The user/ individual on the job needs to know and understand :</p> <p>KA1. organization’s policies and procedures for conducting primary and secondary research across sources, stakeholders and markets/geographies</p> <p>KA2. organization’s existing knowledge base and access to documents and information</p> <p>KA3. standard data collection and analysis tools, template and software available/used in the organization</p> <p>KA4. organization’s subscription to databases</p> <p>KA5. basic knowledge of company’s product range and market</p>
<p><b>B. Technical Knowledge</b></p>	<p>The user/ individual on the job needs to know and understand:</p> <p>KB1. various data collection, data interpretation and analysis techniques</p> <p>KB2. the relevant Management Information Systems (MIS)</p> <p>KB3. structured presentation/depiction of data analysis results</p> <p>KB4. techniques for data validation and cleaning</p> <p>KB5. use of Microsoft Office or other professional software for data analysis and reporting/presentation</p>
<p><b>Skills (S)</b></p>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Writing skills</b></p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. write reports (online and offline) basis analysed data ensuring attention to detail</p> <p><b>Reading Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. read and interpret raw data, images, graphs, diagrams, , procedures, market trends</p> <p>SA3. navigate and read databases, online survey tools etc.</p> <p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. listen effectively</p> <p>SA5. verbally communicate information in an accurate and concise manner</p> <p>SA6. effectively communicate data and findings</p> <p>SA7. communicate confidential and sensitive information discretely to authorized person as per SOP</p>
<p><b>B. Professional Skills</b></p>	<p><b>Critical Thinking</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. apply balanced judgement to different situations</p> <p>SB2. provide sound, constructive opinion</p>

LFS/N0408 : Undertake market analysis

	SB3. ensure error-free work
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB4. analyse data and information to interpret and identify trends SB5. identify anomalies in data SB6. pursue attention to detail
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to:
	SB7. work effectively in customer/vendor interfacing situations
	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to:
	SB8. evaluate multiple options on defined, objective parameters
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to:
	SB9. plan and organize assigned work in order to achieve specified targets and deadlines SB10. multi-task and adapt to meet work timelines SB11. meet the desired work specifications SB12. effectively interact with the various stakeholders to complete assigned tasks
	<b>Problem Solving</b>
	NA

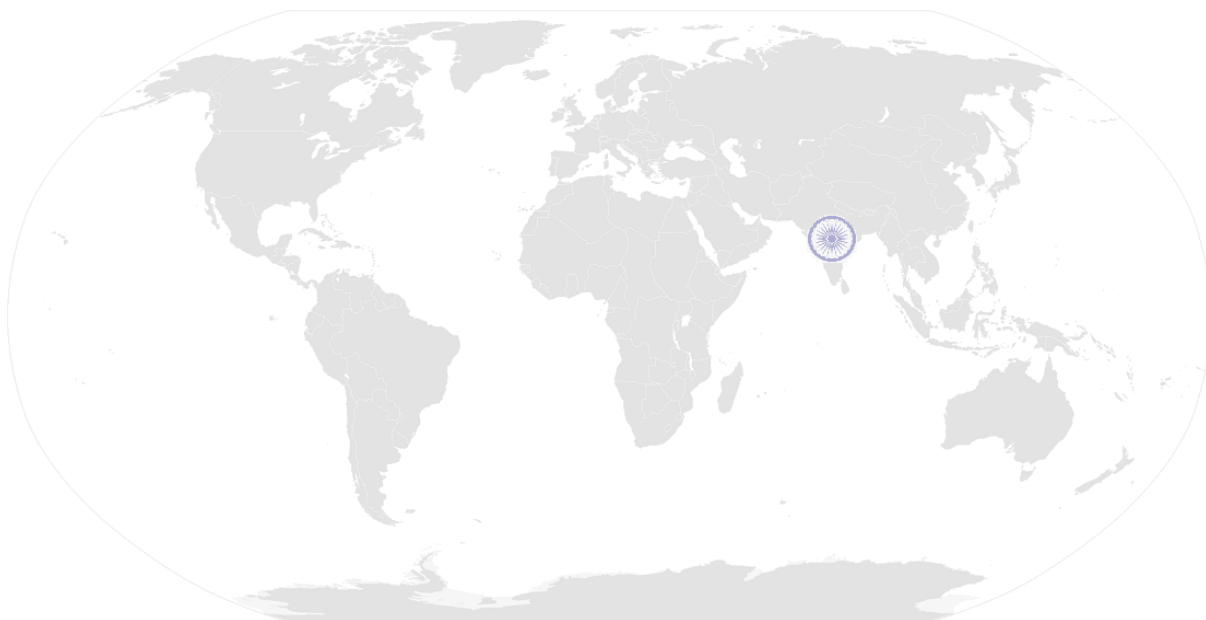
LFS/N0208 : Undertake market analysis

**NOS Version Control**

<b>NOS Code</b>	<b>LFS/N0408</b>		
<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Sector</b>	<b>Life Sciences</b>	<b>Drafted on</b>	<b>15/12/14</b>
<b>Sub-sector</b>	<b>Pharmaceutical and Bio Pharmaceutical</b>	<b>Last reviewed on</b>	<b>01/08/16</b>
<b>Occupation</b>	<b>Sales and Marketing</b>	<b>Next review date</b>	<b>01/08/19</b>

LFS/N0405 : Assist in creating business plans

# National Occupational Standards



## Overview

This Occupational Standard describes the knowledge, understanding and skills required of a Market Research Specialist to assist in creating business plans.

### LFS/N0405 : Assist in creating business plans

National Occupational Standard	<b>Unit Code</b>	<b>LFS/N0405</b>
	<b>Unit Title (Task)</b>	<b>Assist in creating business plans</b>
	<b>Description</b>	This NOS unit is about a Market Research Specialist updating market survey data for new business developments and looking for new opportunities by conducting market study.
	<b>Scope</b>	The unit/ task covers the following: <ul style="list-style-type: none"> <li>• Update market survey data</li> <li>• Look for new opportunities</li> </ul>
	<b>Performance Criteria (PC) w.r.t the Scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
	Update market survey data	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. benchmark company data with competitor/ market trends</li> <li>PC2. ensure opportunities for products already in the market are optimized through in-depth research</li> <li>PC3. assist in exploring new opportunities into new markets by providing data backing</li> <li>PC4. assist in providing data for developing and refining marketing, advertising and communication plans</li> <li>PC5. extract and manage data from sales force and other systems to analyze new business projects</li> </ul>
	Look for new opportunities	<ul style="list-style-type: none"> <li>PC6. analyze ways to enhance customer experience to achieve growth</li> <li>PC7. communicate inputs gained from comprehensive customer needs assessment to develop a solution</li> </ul>
	<b>Knowledge and Understanding (K)</b>	
	<b>A. Organisational Context</b> (Knowledge of the Company/ Organisation and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA1. organization short and long-term business strategy and plan</li> <li>KA2. organization's existing product portfolio and current market presence</li> <li>KA3. organization's existing marketing and communication strategy</li> <li>KA4. competitor presence and market trends</li> </ul>
<b>B Technical Knowledge</b>	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KB1. sources for gathering information and understanding arising trends in market</li> <li>KB2. data extraction, interpretation and analysis techniques from systems</li> <li>KB3. market Research techniques</li> </ul>	
<b>Skills (S)</b>		
	<b>Writing skills</b>	

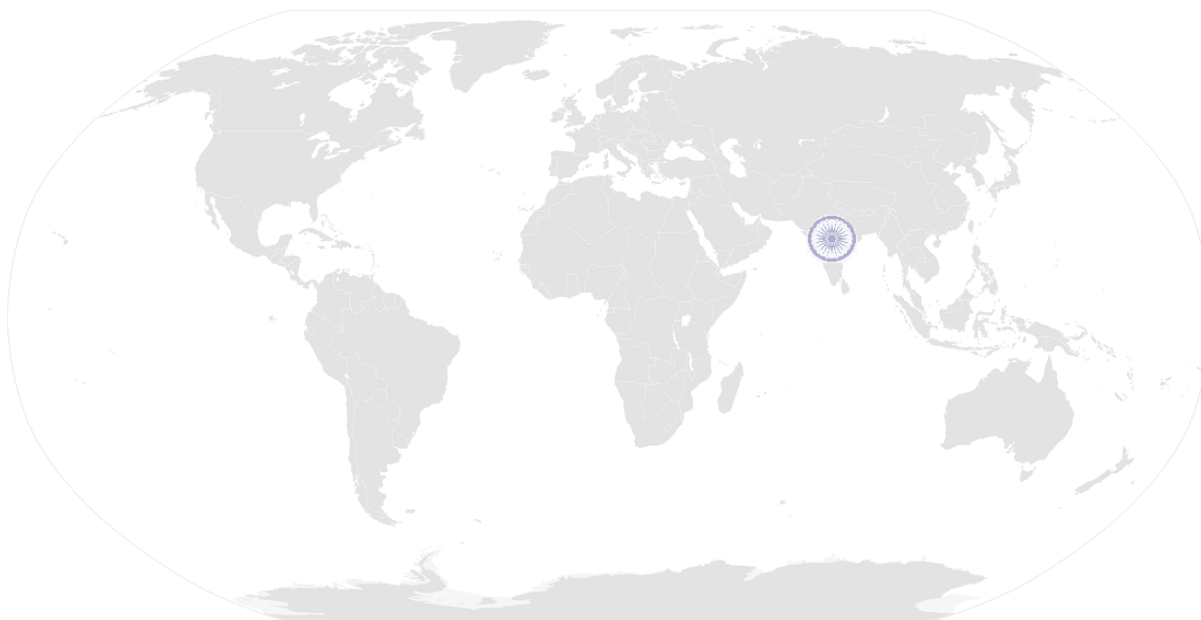
**LFS/N0405 : Assist in creating business plans**

<b>A. Core Skills/ Generic Skills</b>	The user/ individual on the job needs to know and understand how to:  SA1. share with other the details of the work done in written formats SA2. prepare presentations (MS Power point skills) and reports
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to:  SA3. read and interpret data, images, graphs, diagrams, procedures, market trends
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to:  SA4. listen effectively SA5. verbally communicate information in an accurate and concise manner SA6. communicate confidential and sensitive information discretely to authorized person as per SoP
<b>B. Professional Skills</b>	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to:  SB1. analyse data and information to present trends SB2. pay attention to detail
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to:  SB3. apply balanced judgement to different situations SB4. provide sound, constructive opinion
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to:  SB5. align work output to meet customer needs
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to:  SB6. plan and organize assigned work in order to achieve specified targets and deadlines SB7. effectively interact with the various stakeholders to complete assigned tasks
	<b>Problem Solving</b>
	NA
<b>Decision Making</b>	
NA	

LFS/N0405 : Assist in creating business plans

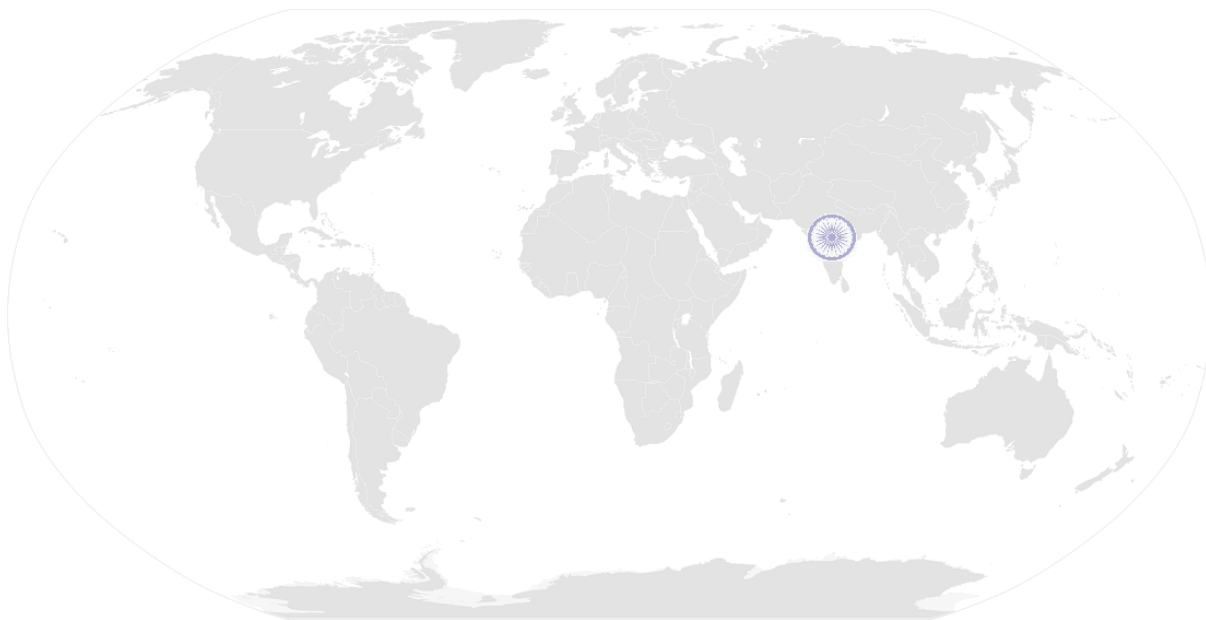
## NOS Version Control

NOS Code	LFS/N0405		
Credits(NSQF)	TBD	Version number	1.0
Industry	Life Sciences	Drafted on	15/12/14
Industry Sub-sector	Pharmaceutical and Bio Pharmaceutical	Last reviewed on	01/08/16
Occupation	Sales and Marketing	Next review date	01/08/19



LFS/N0407 : Coordinate with manager and team members to carry out business development activities

# National Occupational Standards



## Overview

This Occupational Standard describes the knowledge, understanding and skills required of a Market Research Specialist to co-ordinate with manager and team members.



**LFS/N0407 : Coordinate with manager and team members to carry out business development activities**

National Occupational Standard	<b>Unit Code</b>	<b>LFS/N0407</b>
	<b>Unit Title (Task)</b>	<b>Coordinate with manager and team members to carry out business development activities</b>
	<b>Description</b>	This NOS unit is about the Market Research Specialist coordinating with manager and team members in order to undertake assigned activities
	<b>Scope</b>	The unit/ task covers the following: <ul style="list-style-type: none"> <li>• Coordinating with manager</li> <li>• Coordinating with team members</li> </ul>
	<b>Performance Criteria (PC) w.r.t. the Scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
	Coordination with manager	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. receive work instructions from reporting manager and understand work output requirements</li> <li>PC2. seek advice and opinion from supervisor on approach taken for carrying out work as well as output</li> <li>PC3. report any challenges, obstacles to completing the work as per specifications and timelines</li> </ul>
	Coordination with team members	<ul style="list-style-type: none"> <li>PC4. work as a team with colleagues and share work as per their or own work load and skills</li> <li>PC5. put team over individual goals</li> <li>PC6. work to resolve conflicts within the team</li> <li>PC7. communicate with team members in an open, respectful manner</li> </ul>
	<b>Knowledge and Understanding (K)</b>	
	<b>A. Organisational Context</b> (Knowledge of the Company/ Organisation and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA1. reporting structure in the company</li> <li>KA2. company's policies on: preferred communication medium, reporting and escalation policy, quality delivery standards, and personnel management.</li> </ul>
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KB1. importance of effective interpersonal communication</li> <li>KB2. conflict-resolution techniques</li> <li>KB3. importance of collaborative working</li> </ul>	
<b>Skills (S)</b>		
	<b>Writing skills</b>	

**LFS/N0407 : Coordinate with manager and team members to carry out business development activities**

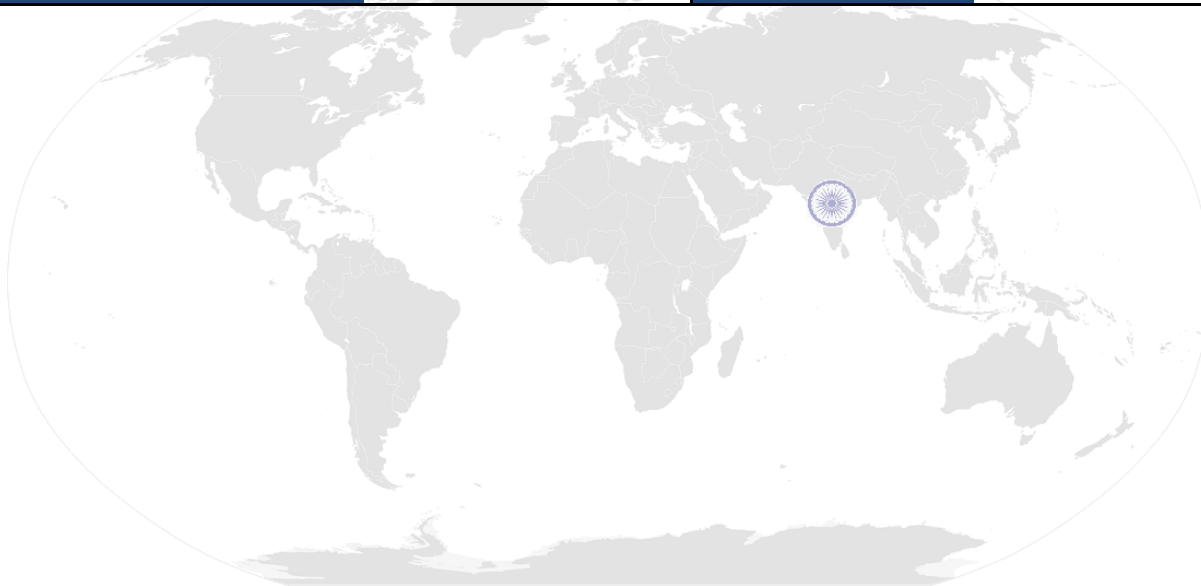
<b>A. Core Skills/ Generic Skills</b>	The user/ individual on the job needs to know and understand how to:  SA1. record and communicate details of work done to appropriate people using written/typed report SA2. communicate with manager and team members data/ information/ support/ advice needed
	<b>Reading skills</b>
	The user/individual on the job needs to know and understand how to:  SA3. read the work instructions provided
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to:  SA4. interact effectively with team members SA5. communicate with manager and team members for data/ information/ support/ advice needed SA6. communicate with people in a form and manner and using language that is open and respectful
<b>B. Professional Skills</b>	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to:  SB1. apply balanced judgement to different situations
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to:  SB2. plan and prioritize work assigned by the manager SB3. plan activities to effectively coordinate and work in alignment with the team
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to:  SB4. apply problem solving approaches to different situations SB5. collaborate with others for handling issues at work SB6. resolve any difficulties in relationships with colleagues , or get help from an appropriate person, in a way that preserves goodwill and trust
	<b>Analytical Thinking</b>
NA	
<b>Decision Making</b>	
NA	
<b>Customer Centricity</b>	

LFS/N0407 : Coordinate with manager and team members to carry out business development activities

	NA
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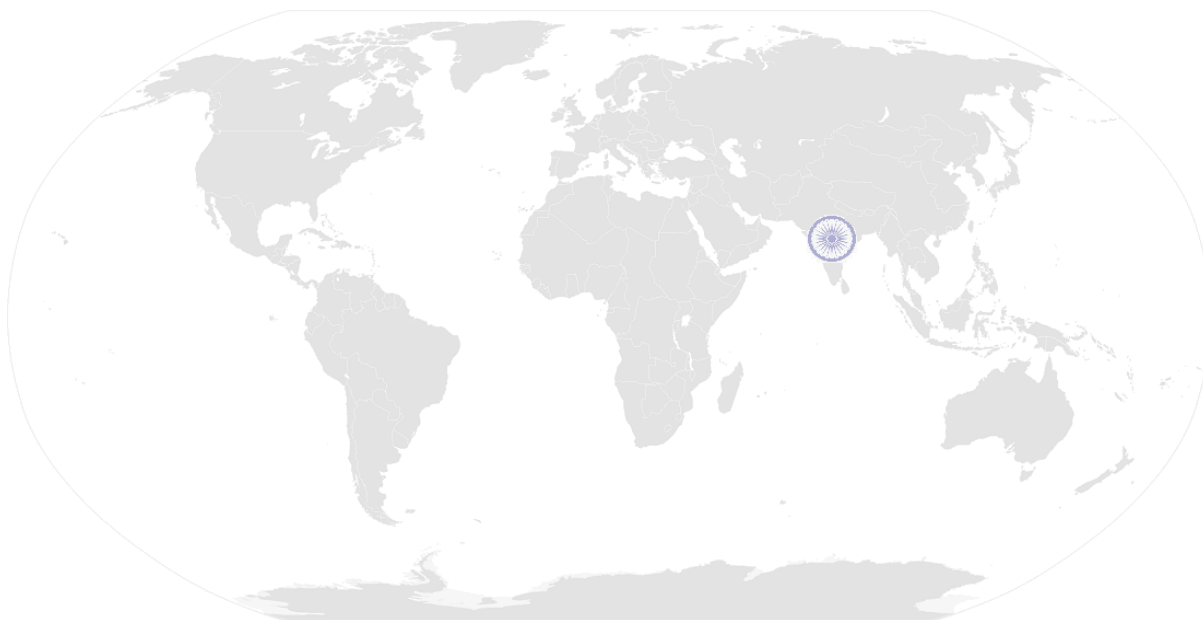
## NOS Version Control

NOS Code	LFS/N0407		
Credits(NSQF)	TBD	Version number	1.0
Sector	Life Sciences	Drafted on	15/12/14
Sub-sector	Pharmaceutical and Bio Pharmaceutical	Last reviewed on	01/08/16
Occupation	Sales and Marketing	Next review date	01/08/19



LFS/N0409 : Undertake research related reporting and documentation

# National Occupational Standards



## Overview

This Occupational Standard describes the knowledge, understanding and skills required of Market Research Specialist to carry out reporting and documentation related to research.

**LFS/N0409 : Undertake research related reporting and documentation**

National Occupational Standard

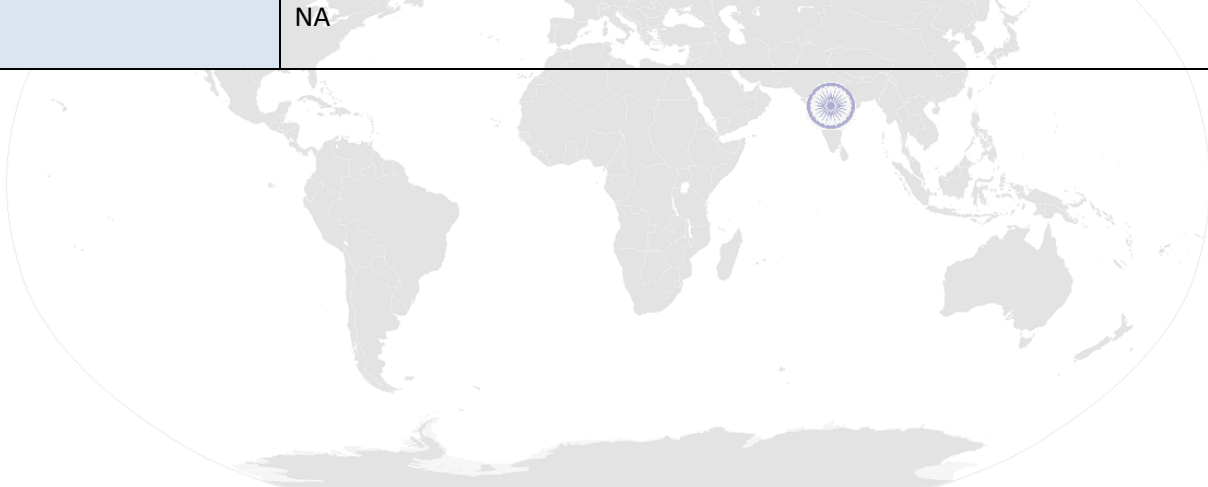
<b>Unit Code</b>	<b>LFS/N0409</b>
<b>Unit Title (Task)</b>	<b>Undertake research related reporting and documentation</b>
<b>Description</b>	This NOS unit is about the Market Research Specialist producing timely dashboards and scorecards that are powerful visual tools for informing management decisions, prepare documents to assist research managers in presenting solutions to senior management and use collected data/information to populate the Market Research database.
<b>Scope</b>	The unit/ task covers the following: <ul style="list-style-type: none"> <li>• Reporting</li> <li>• Recording and Documentation</li> <li>• Populate Market Research database</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Reporting	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. assist research manager in preparing quarterly market research updates</li> <li>PC2. contribute to key research and analytical findings via white papers, presentations and other materials for internal and external use</li> <li>PC3. ensure that on-site management teams are following data entry guide lines for market surveys</li> </ul>
Recording and Documentation	<ul style="list-style-type: none"> <li>PC4. write and manage the distribution of surveys and questionnaires</li> <li>PC5. use statistical software to manage and organize information, including creation of dashboards</li> <li>PC6. assist in development of project reports and client deliverables</li> <li>PC7. occasionally assist in preparing notes from important internal and external meetings</li> <li>PC8. seek and provide information to help determine the organization’s position in the marketplace</li> <li>PC9. prepare secondary research reports to address research objectives as per analysis standards</li> </ul>
Populate Market Research database	<ul style="list-style-type: none"> <li>PC10. design questionnaire and moderator guides to ensure the necessary data is captured</li> <li>PC11. understand &amp; use of statistical data validation &amp; methodologies</li> <li>PC12. prepare company profiling and business reports for the onsite and inside sales team.</li> <li>PC13. assist senior management with presentation and reports</li> </ul>
<b>Knowledge and Understanding (K)</b>	
<b>B. Organisational Context</b> (Knowledge of the Company/)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA1. types of research-related documentation in organization and importance and use of the same</li> </ul>

**LFS/N0409 : Undertake research related reporting and documentation**

<p>Organisation and its processes)</p>	<p>KA2. sources of data/information relied upon by the organization KA3. the importance of complete, accurate and reliable data/information KA4. statistical and reporting software used in the organization KA5. reporting protocols and templates defined by the company KA6. procedure for highlighting inaccurate data/information</p>
<p><b>B. Technical Knowledge</b></p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. data analysis and reporting techniques KB2. reporting and documentation best practices KB3. typical errors in data reporting and documentation</p>
<p><b>Skills (S)</b></p>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Writing skills</b></p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. write reports basis analysed data ensuring attention to detail</p> <p><b>Reading and Understanding Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. read and interpret data, images, graphs, diagrams, , procedures, market trends</p> <p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. listen effectively SA4. verbally communicate information in an accurate and concise manner SA5. communicate confidential and sensitive information discretely to authorized person as per SOP</p>
<p><b>B. Professional Skills</b></p>	<p><b>Problem Solving</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. apply problem solving approaches to different situations</p> <p><b>Analytical Thinking</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. analyse data, information and events to interpret and identify trends SB3. identify anomalies in data SB4. pay attention to detail</p> <p><b>Critical Thinking</b></p>

**LFS/N0409 : Undertake research related reporting and documentation**

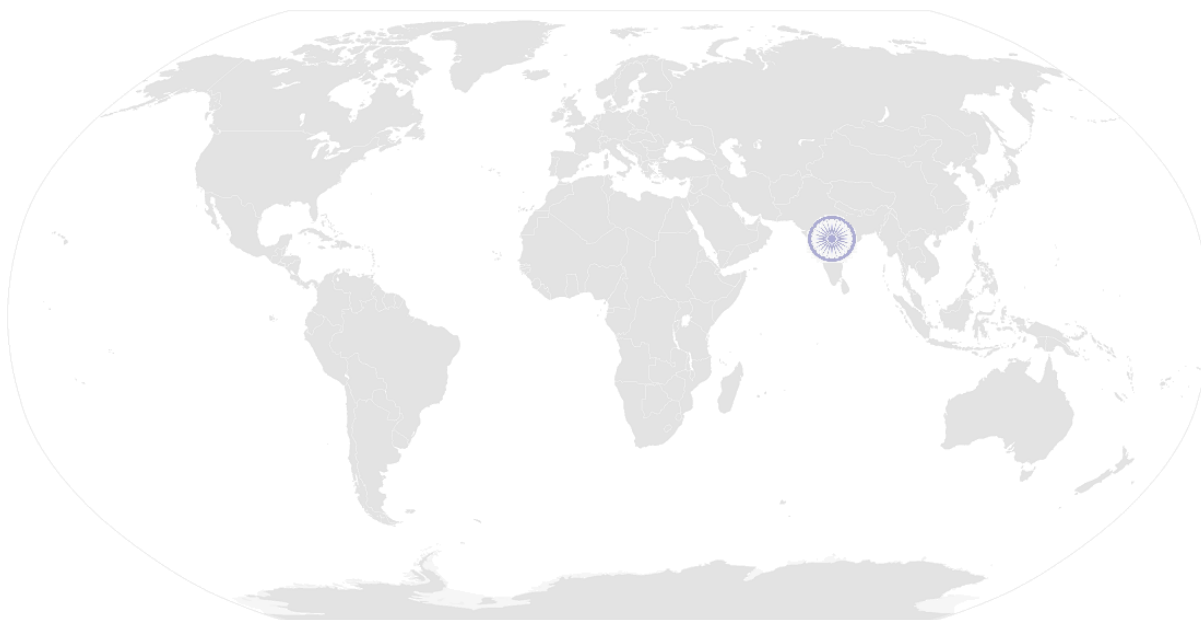
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. apply balanced judgement to different situations SB6. provide sound, constructive opinion SB7. ensure error-free work</p>
	<p><b>Plan and Organize</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB8. plan and organize assigned work in order to achieve specified targets and deadlines SB9. effectively interact with the various stakeholders to complete assigned tasks</p>
	<p><b>Customer Centricity</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB8. align work output to meet customer needs</p>
	<p><b>Decision Making</b></p>
<p>NA</p>	



LFS/N0409 : Undertake research related reporting and documentation

## NOS Version Control

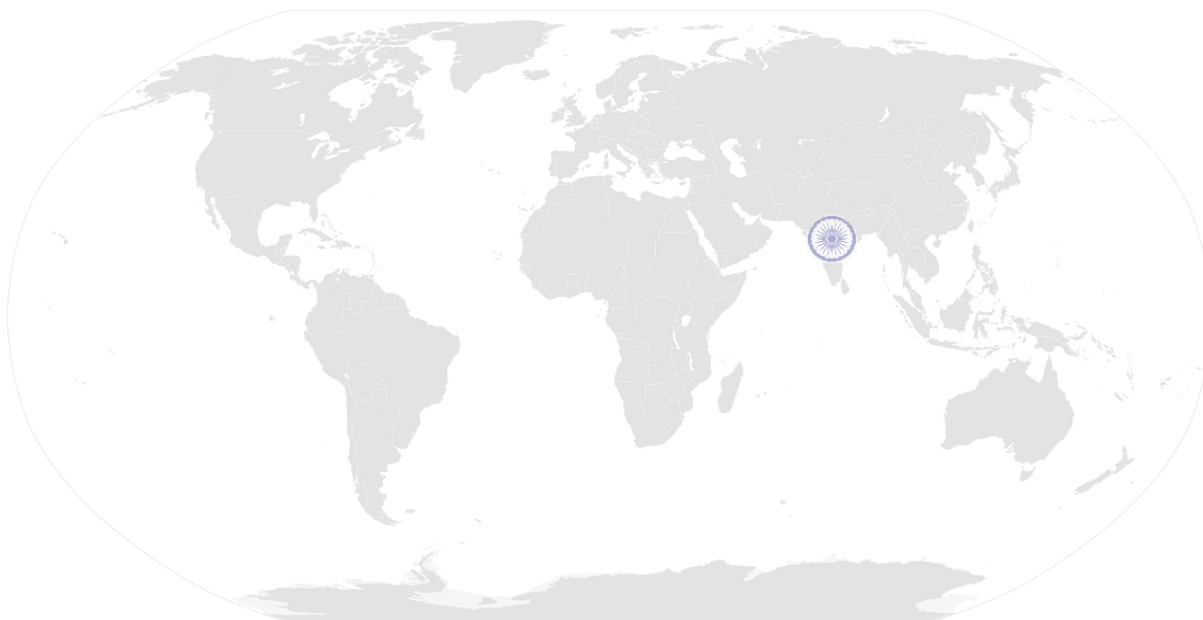
NOS Code	LFS/N0409		
Credits(NSQF)	TBD	Version number	1.0
Industry	Life Sciences	Drafted on	15/12/14
Industry Sub-sector	Pharmaceutical and Bio Pharmaceutical	Last reviewed on	01/08/16
Occupation	Sales and Marketing	Next review date	01/08/19





LFS/N0410 : Work with cross-functional teams to enhance research outputs

# National Occupational Standards



## Overview

This Occupational Standard describes the knowledge, understanding and skills required of Market Research Specialist to work with cross-functional teams to enhance research outputs.

### LFS/N0410 : Work with cross-functional teams to enhance research outputs

National Occupational Standard	<b>Unit Code</b>	LFS/N0410
	<b>Unit Title (Task)</b>	Work with cross-functional teams to enhance research outputs
	<b>Description</b>	This NOS unit is about the Market Research Specialist working with other teams, including sales, business development, engineering etc.
	<b>Scope</b>	The unit/ task covers the following: <ul style="list-style-type: none"> <li>Cross-Team Activities</li> </ul>
	<b>Performance Criteria (PC) w.r.t. the Scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
	Cross-Team Activities	To be competent, the user/individual on the job must be able to: <p>PC1. interact with quality department team to understand the product quality standards and challenges</p> <p>PC2. provide inputs to manufacturing groups to enhance product portfolio and product characteristics knowledge</p> <p>PC3. communicate market insights through participation in Engineering, R&amp;D and management staff meetings, as well as applicable project teams (esp. for new product launch)</p> <p>PC4. maintain close communication with marketing, sales and business development team members to keep apprised of customer needs, and other relevant issues</p>
	<b>Knowledge and Understanding (K)</b>	
	<b>A. Organisational Context</b> (Knowledge of the Company/ Organisation and its processes)	The user/individual on the job needs to know and understand: <p>KA1. value chain/ high-level process understanding of organization</p> <p>KA2. organization structure and functions</p> <p>KA3. basic product knowledge</p> <p>KA4. company's policies on cross-function communication and interaction</p>
	<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: <p>KB1. market trends and competitor knowledge</p> <p>KB2. importance of effective interpersonal communication</p>
<b>Skills (S)</b>		
<b>A. Core Skills/ Generic Skills</b>	<b>Writing skills</b>	
	The user/ individual on the job needs to know and understand how to: <p>SA1. record and communicate information with different teams effectively</p> <p>SA2. communicate data/ information/ support/ advice needs</p>	
	<b>Reading skills</b>	

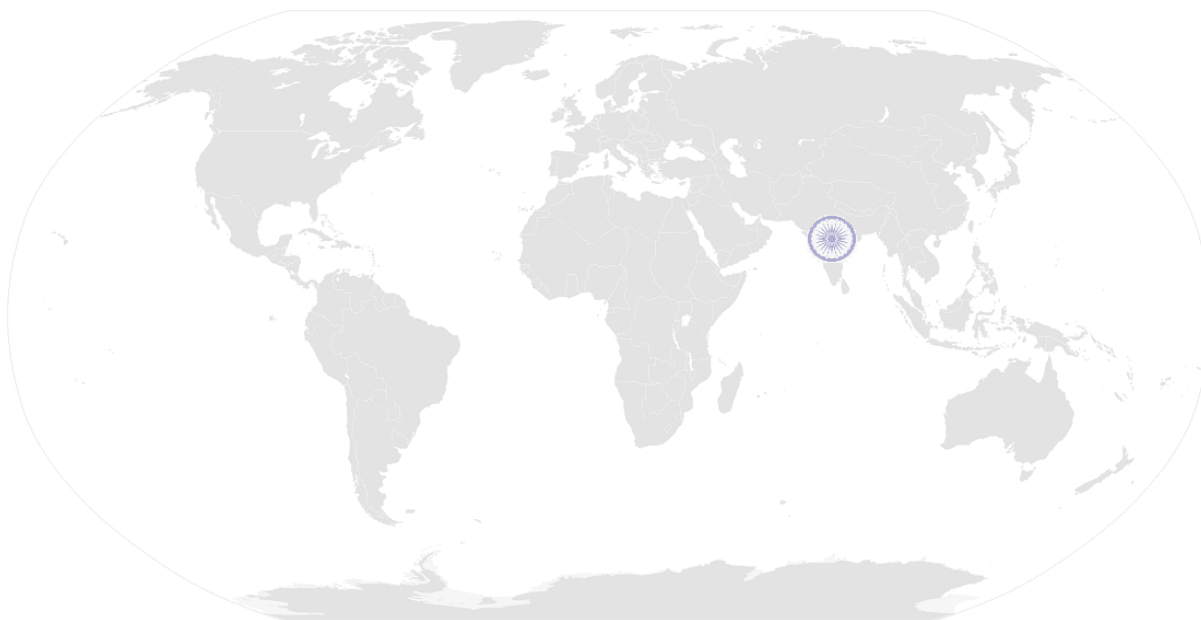
**LFS/N0410 : Work with cross-functional teams to enhance research outputs**

	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. read information and insight shared by other teams SA4. read product information, graphs, diagrams, SOPs etc.</p>
	<p><b>Oral Communication (Listening and Speaking skills)</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. interact effectively with cross-functional team members SA6. communicate with cross-functional team members for data/ information/ support/ advice needed SA7. communicate in a form and manner and using language that is open and respectful</p>
<b>B. Professional Skills</b>	<p><b>Critical Thinking</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. apply balanced judgement to different situations</p>
	<p><b>Plan and Organize</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. plan and organize assigned work in order to achieve specified targets and deadlines SB3. effectively interact with cross-functional team members across multiple functions, locations and hierarchy levels o complete assigned tasks</p>
	<p><b>Customer Centricity</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. align work output to meet customer needs</p>
	<p><b>Problem Solving</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. apply problem solving approaches to different situations</p>
	<p><b>Analytical Thinking</b></p>
	<p>NA</p>
	<p><b>Decision Making</b></p>
	<p>NA</p>

LFS/N0410 : Work with cross-functional teams to enhance research outputs

**NOS Version Control**

<b>NOS Code</b>	<b>LFS/N0410</b>		
<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Life Sciences</b>	<b>Drafted on</b>	<b>15/12/14</b>
<b>Industry Sub-sector</b>	<b>Pharmaceutical and Bio Pharmaceutical</b>	<b>Last reviewed on</b>	<b>01/08/16</b>
<b>Occupation</b>	<b>Sales and Marketing</b>	<b>Next review date</b>	<b>01/08/19</b>



Qualifications Pack For Market Research Specialists  
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Annexure

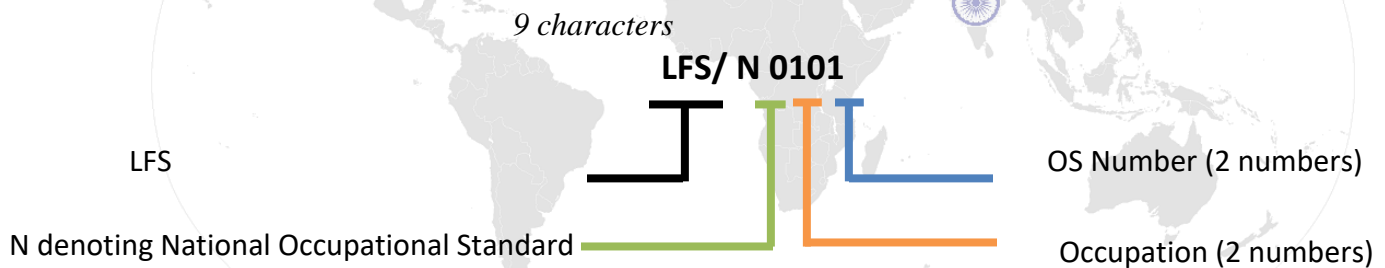
### Nomenclature for QP and NOS

#### Qualification Pack



#### Occupational Standard

An example of NOS with 'N'



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The following acronyms/codes have been used in the nomenclature above:

Sub-Sector	Range of Occupation Numbers
Pharmaceutical and Biopharmaceutical and Contract Research	01-10
Pharmaceutical	11-20
Biopharmaceutical	21-30
Contract Research	31-40

Sequence	Description	Example
Three letters	Industry name	LFS
Slash	/	/
Next letter	Whether QP or NOS	Q/N
Next two numbers	Occupation code	01
Next two numbers	OS number	01

Qualifications Pack For Market Research Specialist  
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**CRITERIA FOR ASSESSMENT OF TRAINEES**

**Job Role** Market Research Specialist  
**Qualification Pack** LFS/Q0403  
**Sector Skill Council** Life Sciences Sector Skill Development Council

**Guidelines for Assessment:**

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each 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 PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Individual assessment agencies will create *unique question papers for theory part for each candidate at each examination/training center* (as per assessment criteria below)
4. Individual assessment agencies will create *unique evaluations for skill practical for every student at each examination/training center* based on this criteria
5. To pass the Qualification Pack, every trainee should score a minimum of 70% in every NOS
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

Assessment Outcome	Assessment Criteria of Outcomes	Total Marks (500)	Out Of	Marks Allocation	
				Theory	Skills Practical
LFS/N0408 (Undertake market analysis)	PC1. coordinate with other departments to follow-up as needed to obtain customer feedback like marketing and product managers	100	4	3	1
	PC2. develop and execute client surveys, including tracking and disseminate survey invitations and online reporting mechanisms as well as conducting phone and in-person interviews and preparing for transcription, if needed		10	4	6
	PC3. analyse customer surveys to gain insight into buying behaviours, pricing, and other relevant information		6	2	4
	PC4. identify key data findings, through in-depth analysis using traditional and advanced methods, statistical tools and prepare reports		8	4	4
	PC5. assist in establishing and maintaining a demographic database		4	2	2

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	PC6. develop and maintain a network of internal and external contacts		3	2	1
	PC7. keep abreast of industry, client, and competitor activity		8	4	4
	PC8. supplement reports with fresh and relevant news articles on a daily basis to keep reports continually updated		3	2	1
	PC9. tag news items to relevant reports		2	1	1
	PC10. online data collection and reporting		4	2	2
	PC11. research on industry trends, emerging markets / technology		4	2	2
	PC12. research on prospects, customers and competition		4	2	2
	PC13. build databases through web research		4	2	2
	PC14. identify emerging or unconventional data sources		4	2	2
	PC15. interact with vendors and suppliers to acquire, interpret and store datasets		4	2	2
	PC16. conduct research in response to specific requests from other team by collecting relevant market data and information		6	2	4
	PC17. manage ongoing tracking studies and help to develop new studies with supervision		4	2	2
	PC18. track the effectiveness of marketing, advertising, and communications programs and strategies		6	3	3
	PC19. track marketing and sales trends, analyzing and synthesizing collected data from multiple sources		6	3	3
	PC20. support senior staff as needed, responding to market analysis-related questions		3	1	2
	PC21. liaison with market research agencies and doctors		3	1	2
	Total		100	48	52
LFS/N0405	PC1. benchmark company data with competitor/ market trends	100	14	6	8



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(Assist in creating business plans )	PC2. ensure opportunities for products already in the market are optimized through in-depth research		14	6	8
	PC3. assist in exploring new opportunities into new markets by providing data backing		16	8	8
	PC4. assist in providing data for developing and refining marketing, advertising and communication plans		16	8	8
	PC5. extract and manage data from sales force and other systems to analyze new business projects		10	4	6
	PC6. analyze ways to enhance customer experience to achieve growth		14	6	8
	PC7. communicate inputs gained from comprehensive customer needs assessment to develop a solution		16	8	8
	Total		100	46	54
LFS/N0407 (Coordinate with manager and team members to carry out business development activities )	PC1. receive work instructions from reporting manager and understand work output requirements	100	18	8	10
	PC2. seek advice and opinion from Supervisor on approach taken for carrying out work as well as output		16	6	10
	PC3. report any challenges, obstacles to completing the work as per specifications and timelines		12	6	6
	PC4. work as a team with colleagues and share work as per their or own work load and skills		16	6	10
	PC5. put team over individual goals		6	3	3
	PC6. work to resolve conflicts within the team		16	6	10
	PC7. communicate with team members in an open, respectful manner		16	6	10
	Total		100	41	59
LFS/N0409 ( To do research related reporting	PC1. assist research manager in preparing quarterly market research updates	100	10	4	6
	PC2. contribute to key research and analytical findings via white papers,		10	4	6

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and documentation)	presentations and other materials for internal and external use				
	PC3. ensure that on-site management teams are following data entry guide lines for market surveys		2	1	1
	PC4. write and manage the distribution of surveys and questionnaires		10	4	6
	PC5. use statistical software to manage and organize information, including creation of dashboards		10	4	6
	PC6. assist in development of project reports and client deliverables		6	2	4
	PC7. occasionally assist in preparing notes from important internal and external meetings		2	1	1
	PC8. seek and provide information to help determine the organization's position in the marketplace		6	2	4
	PC9. prepare secondary research reports to address research objectives as per analysis standards		10	4	6
	PC10. design questionnaire and moderator guides to ensure the necessary data is captured		10	4	6
	PC11. understand & use of statistical data validation & methodologies		10	4	6
	PC12. prepare company profiling and business reports for the onsite and inside sales team.		10	4	6
	PC13. assist senior management with presentation and reports		4	2	2
		Total	100	40	60
LFS/N0410 ( Work with cross-functional teams to enhance research outputs )	PC1. interact with quality department team to understand the product quality standards and challenges	100	24	10	14
	PC2. provide inputs to manufacturing groups to enhance product portfolio and product characteristics knowledge		26	12	14
	PC3. communicate market insights through participation in Engineering, R&D and management staff meetings, as well as applicable		26	12	14

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	project teams (esp. for new product launch)				
	PC4. maintain close communication with marketing, sales and business development team members to keep apprised of customer needs, and other relevant issues		24	12	12
	Total		100	46	54