

081106T4AGP

AGRIPRENEURSHIP LEVEL 5

AGR/OS/AP/CR/03/5/A

Market Agri-enterprise Products/Services

July/August 2025



**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 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.**

@ 2025 TVET CDACC

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 (30mks)			
1. Wore the appropriate PPEs, ➤ Dust coat/overall ➤ Mask ➤ Gloves <i>(Award 1mark for each)</i>	3		
2. Designed an attractive brand name and Logo/trademark for the product relevant to an Agri-enterprise. ➤ Brand name ➤ Logo name ➤ Attractiveness <i>(Award 2 marks for a relevant brand name, 1 mark for a brand name not related to an Agri-enterprise ,2 marks for a logo or zero for no brand name or logo, 1 mark for appearance)</i>	5		
3. Designed the product label as per standard procedures which should have; a) Name of manufacturer, phone number, email and permanent contact address b) Name of the product c) Ingredients (vitamins A, B, D. Minerals-Ca, Zn, Fe) d) Date of manufacturing and expiry e) Any special storage conditions (cool and dry place)	3 2 2 2 3		

Page 2 of 4

f) Weight of the content (1 kg)	2		
g) KEBS trade mark of quality	2		
h) General outlook of the label should be attractive, neat and well arranged (Award 2 marks for each correct labelling or zero for no labelling)	2		
4. Stuck the label on the khaki bag ➤ Correct position ➤ Label coverage (2/3) (Award 1 mark for each item or zero)	2		
5. Weighed the product- maize flour 1 kg. (Award 2 marks for correct weight or zero)	2		
Sub-total 1	30		
Task 2: Poster Design			
6. Designed an attractive poster adverti product (flour) relevant to an Agri- ➤ Brand name ➤ Logo name ➤ Attractiveness (Award 1 mark for each)	3		
7. Designed the poster according to the standard procedures, guidelines and policies. ➤ Effective use of bulleting/numbering to effectively deliver the message. ➤ Effective use of graphics, colours and font. ➤ Target customer/client ➤ Date of preparation. ➤ Covers more than $\frac{3}{4}$ of the page/paper. (Award 2 mark for every correct item)	2 2 2 2 2		

8. Key information about the product is provided. ➤ Name of the product. ➤ Where the product can be accessed in the market. ➤ Any price offers or discounts on the product. <i>(Award marks for correct entries as guided or zero for omission)</i>	1 2 2		
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		
Sub-total 2	20		
GRAND TOTAL MARKS	50		
The candidate was found to be: (Please tick (✓) as appropriate)			
Competent ☐	Not yet ☐		
<i>(The candidate is competent if s/he scores 50 r.)</i>			
Feedback from candidate:			
Feedback to candidate:			
Candidate's signature:		Date	
Assessor's signature:		Date	