



# 2024

## BRICS SKILLS COMPETITION

(BRICS FUTURE SKILLS & TECHNOLOGY CHALLENGE)

# Live E-Commerce Operations

BRICS-FS-32

## Test Project (Online)

(International Final)

July, 2024



# Catalogue

1 Contest Content .....	2
2 Competition modules and time requirements .....	2
3 Competition Questions .....	4
3.1 Theoretical assessment .....	4
3.2 Practical assessment .....	6
4 Scoring Criteria .....	10

# 1 Contest Content

The qualifier stage is divided into theoretical cognitive module and skills practice module.

Theoretical cognitive module on the live selection, activity planning, live sales, live operation, live e-commerce laws and regulations for the assessment, a total of 100 questions, divided into single-selective, multiple-selective, judgment and other types of questions.

Skills practice module on live e-commerce operation skills for comprehensive assessment, requiring participants in the specified time in the given business situation, according to the requirements of the situation, to complete the live commodity management, live promotion management, live content planning, live promotion planning, live room decoration, live sales, live interaction, live data analysis.

The form of the competition is a computerized competition, which can be opened on 2 computers.

# 2 Competition modules and time requirements

Competition time is 6 hours, of which 1 hour of theoretical cognitive module; 5 hours of hands-on module, of which 1.5 hours of live implementation. Module time is countdown, after the end of the non-answerable.

Group assessment score = theory assessment score × 30% + practical assessment score × 70%;

No.	Task name	Contents	Duration (min)	Scoring Weight
1	Theory Assessment	Live product selection, event planning, live sales, live operations, and live e-commerce laws and regulations are assessed.	60	/
2	Live Streaming	According to the commodity information and commodity display live background, commodity information, product structure positioning of commodities, scientifically	150	36%

2024 BRICS Skills Competition (BRICS Future Skills & Technology Challenge)

		complete the data selection; according to the historical sales data of the selected commodities, the number of purchases of the selected commodities as well as the main promotion of commodities to confirm; according to the characteristics of the commodities, complete the main picture, auxiliary pictures, product name, keywords, live price, inventory, up and down the shelves, sales strategy, and the details of commodity Editing.		
3	Commodity Management	Demonstrate the live broadcast scenario and set up the coupon, spike activity and lucky bag raffle activity needed in the live broadcast. By analyzing the attributes of products and activities, set up coupon activities, product spike activities and lucky bag raffle activities respectively to attract more traffic and orders.		
4	Live Streaming	According to the market data and live commodities, determine the live theme and live time, plan the content of the live opening, live process and live ending, plan the live warm-up method, fan recall, single product explanation method, live interactive program and other aspects of the content. According to the product information and live theme, design the live process, refine the selling points of the product, and complete the writing of the entire live script.		
5	Promotion Management	According to the live promotion needs, analyze the industry data, clarify the target audience portrait, reasonably plan the promotion funds, formulate the live promotion strategy, carry out the live advertisement placement, and complete the live promotion in order to enhance the display volume, click volume, click rate and conversion rate of the live broadcasting room.		
6	Live Streaming	According to the content of the live planning, build the live room, and decorate the live room, set the name of the live room, live room welcome words, live room shielding words, live room shortcut phrases, live room information, live time settings, live room cover settings, live merchandise shelves and other content.	30	6%
7	Live Sales	According to the live script, the anchor	90	29%

		needs to complete the live sales explanation of six commodities in the mobile live App, including the live opening, live commodity explanation, live fan interaction activities explanation, commodity sales promotion single and live closing, and in the live process on the shelves of commodity links. PC live center stage to display live Kanban, live commodities and live interaction, while displaying live commodity data, user sources. Assistant broadcast according to the live script, complete the live center stage operation, including live fan text reply interaction, live commodities on and off the shelf, live commodities to explain the quick link settings, live commodities online price change, etc., to assist the anchor to complete the normal live sales.		
8	Live Streaming Interaction	According to the live interactive program, complete the live interactive presets in the live background. In the live broadcast process, the assistant broadcast actively and the audience in batches of coupon distribution, open spike activities, lucky draws and other welfare interactions as well as pop-up interactions, active atmosphere of the live broadcast room, in batches to continuously complete the task of pulling new fans, promoting single, fan recall, etc., while cooperating with the anchor to explain the progress and complete the live interactive push.		9%
9	Live Replay	The system provides live data, commodity data, fan data, etc., and the user carries out live review analysis and review optimization based on the data.	30	20%
合计			360	100%

## 3 Competition Questions

### 3.1 Theoretical assessment

#### 1. Single choice questions

(1) Which of the following is not a part of the pre-live preparation? ( )

- A. Live order shipment B. Live room equipment construction
- C. Determine the live broadcast objectives and activities strategy D. Live script planning

(2) Which of the following pre-live pre-live is charged? ( ).

- A. anchor A in the microblogging release live preheating text
- B.Anchor B releases a preview of the next live broadcast when the live broadcast is coming to an end
- C.Anchor C puts a short double 11 warm-up video in Shake Dou+
- D. Anchor D in the small red book release poly bargaining live preheating text

## 2. Multiple Choice Questions

(1) Which of the following data belongs to the key data of the live replay? ( )

- A. Market analysis data
- B.Length of stay
- C.Fan analysis data
- D.Cover click rate

(2) There are many ways to play the live streaming streak, which of the following scenarios describes the correct option? ( ).

- A. Live broadcasting with industry or category experts can enhance the professionalism of the live broadcasting room in this field
- B. Live room and brand or product designers even wheat, can greatly enhance the user's goodwill and trust in the live room
- C. The live room can interact with other live rooms, can effectively pull up the attention of the live room
- D. The live broadcasting room can be miked with people, and if the fans and user profiles are consistent, the turnover rate will also be greatly improved.

E. Promote the green development of agriculture and rural areas

### 3. Judgment questions

(1) The information obtained in the marketing process does not need to be kept confidential as long as it complies with the relevant provisions of national laws and regulations. ( )

(2) During the live broadcast of an anchor, a user is found to release false advertisements or harassing information in the interactive area of his live broadcasting room. In response to such a situation, the best way to deal with it is to unite the true fans to confront the user. ( )

## 3.2 Practical assessment

### Live corporate background

Top of Colorful Clouds E-commerce Co., Ltd. deals with fruits from all over the world, which mainly promotes tropical fruits, such as Golden Pillow Durian, Sunshine Rose, Mangosteen, Mango and so on. After preliminary research, the team completed a live broadcast in a platform, registered as "Top of Colorful Clouds Preferred Live Room". In order to meet the upcoming May Day Golden Week, the operator Zhang Dali specially selected the store's high reputation hot-selling goods for sale, with good products to give back to their own live fans. The first live broadcast of the event is scheduled for May 1, 2023 at 12:00 p.m. The 10 alternative products are as follows: Golden Pillow Durian, Sunshine Rose, Cantaloupe, Mango, Apple, Kiwi, Mangosteen, Pineapple, Dragon Fruit, Melon.

### Mission Requirements

The participating team, in the capacity of Chen Shi, the head of Top of Colorful Clouds E-commerce Co., Ltd. and his team, completed the live broadcast planning based on the product information and other background information, such as live broadcast selection and pricing, planning for promotional funds, script writing, planning for live broadcast themes and interactive programs, and advertisement placement. Live operation on the basis of live

## 2024 BRICS Skills Competition (BRICS Future Skills & Technology Challenge)

planning, live room decoration, live sales, live interaction and other activities, requiring the selection of 6 commodities from 10 alternative commodities for live planning and operation, each commodity at least 1 round of live. At the end of the live broadcast, review and analyze according to the background data of the live broadcast platform.

The competition contains a total of 8 tasks, respectively, commodity management, live promotion management, live content planning, live promotion planning, live room decoration, live sales, live interaction, live data analysis.

### Task 1: live merchandise management

The live broadcast team evaluates the commodities according to the given sales data of the commodities, combines the detailed introduction of the commodities, selects 6 live commodities from 10 alternative commodities, locates the roles of the commodities, clarifies the role of the commodities in the live broadcasting room, rationalizes the planning of the operating funds, and completes the purchasing of the 6 live commodities. According to the characteristics of the commodities, complete the editing of the commodity main image, commodity auxiliary image, commodity title, keywords, live price, inventory, and commodity details.

### Task 2: Live promotion management

The live broadcast team analyzes the attributes of the products and activities according to the given sales data of the products, combined with the detailed introduction of the products, and sets up the promotional forms of coupon activities, product spike activities, and lucky bag raffle activities, respectively.

### Task 3: Live content planning

The live broadcast team plans the theme of the live broadcast according to the live broadcast commodities, analyzes the market data, summarizes the traffic characteristics of different



time periods, plans the appropriate time for the live broadcast, and designs the live broadcast interactive program in the opening, product introduction, and the end of the live broadcast.

According to the live theme and interactive program, design the live process and the time of each link, combined with detailed information about the product, according to the live product sales strategy, using the FAB rule and other methods to refine the selling points of the product, to complete the writing of the live script.

#### Task 4: Live promotion planning

According to the product information and industry data, the live broadcast team completes the analysis of the target group, including age, gender, geography, interest preferences and other data to form a customer profile. According to the live promotion needs, combined with the given promotion funds, graphics, video material and other content, clear target audience groups, determine the promotion goals, rationally allocate the promotion budget, develop a live promotion strategy for the subsequent implementation of live promotion to provide reference.

According to the live broadcast promotion strategy, the live broadcast team selects graphic promotion or short video promotion, creates a promotion plan, combines the characteristics of the target audience, completes the target audience targeting from multiple dimensions, accurately defines the audience labels, sets the live broadcast promotion budget and bidding method, determines the location of the promotional content, adds promotional creativity, and completes the implementation of the live broadcast promotion to improve the display volume, click volume, click rate and other index values.

#### Task 5: live room decoration

Live broadcast team according to the characteristics of the live broadcast users, set up the live broadcast title, welcome language, shield words, shortcut phrases, live broadcast information,

high-frequency question response and other content to complete the live broadcast scene construction. The live broadcast team can simulate the scene of the live broadcast room through the PC terminal, decorate the live broadcast room, background settings, equipment selection, basic information settings and the live broadcast center in the live broadcast before the need to set up the display of goods, quantity settings, up and down the shelves of the function and other content.

#### Task 6: live sales

The live broadcast team completes a 90-minute uninterrupted live broadcast according to the live broadcast script. In the opening session of the live broadcast, take the initiative to greet the users of the live broadcast, introduce yourself, preview the live broadcast theme and highlights of the activities, etc., to complete the live broadcast opening warm-up; in the merchandising session, introduce the live broadcast of the goods naturally with the introduction of the problematic situation, the introduction of hotspots, etc., to introduce the attributes of the goods and the selling points, with the details of the goods to show the comparison between the daily price of the goods and the price of the live broadcast, to highlight the attractiveness of the promotional activities, goods After the shelves in time to guide users to buy; in the live closing session, combined with the live sales, to complete the guide users to pay attention to the live room, thank you, etc., to enhance the sales of goods, the number of fans and other indicators of the value. In the live broadcast process, the anchor persona features distinctive, makeup, hairstyle, clothing with appropriate, expression management in place, the live broadcast process can cooperate with the physical action, control the live rhythm, to create a good atmosphere of the live broadcast, shall not appear indecent behavior, such as uncivilized language or gestures.

#### Task 7: Live Interaction

The live broadcast team carries out activities such as coupons and seconds according to the live broadcast interaction program, and actively interacts with the audience in the live broadcast process such as coupon issuance, lucky draw, order processing, etc., to guide the participation of users in the live broadcast room, and activate the atmosphere of the live broadcast room. The team staff should cooperate with the anchor to explain the progress of the push raffle, coupon issuance and other interactive activities. When there are pop-up questions popping up in the comment area, the anchor needs to organize the right words to complete the pop-up question processing in time.

#### Task 8: live data analysis

According to the live broadcast background, the live broadcast team analyzes the traffic, sales, users and other related data to assess the overall effect of the live broadcast and complete the relevant questions.

Task title:

1. Please identify the product with the lowest exposure-click conversion rate according to the product data, and analyze the reasons for this situation.
2. According to the audience demographic profile of this live broadcast, give optimization suggestions for the next live broadcast.
3. Please analyze the crowd portrait of the audience of this live broadcast according to the audience data.

## 4 Scoring Criteria

The scoring of the competition will be a combination of manual scoring and system scoring.

Group competition score = Theory assessment score x 30% + Practical assessment score x 70%;

The final score of the group retains two decimal places.

2024 BRICS Skills Competition (BRICS Future Skills & Technology Challenge)

Specific scoring rules are as follows::

module	Assessment content	marking scheme	increment
Theoretical assessment		Single choice, multiple choice, and judgment, totaling 100 questions, of which 60 questions are single choice, 1 point each. Multiple choice 20 questions, each question 1.5 points. Judgment 20 questions, each question 0.5 points.	100
Live Streaming Planner	Live Streaming Product Management	Select the correct product category, determine inventory and product pricing based on the context of the task, out of 11 points for this item: 1. live product selection is reasonable, out of 1 point; 2. accurate positioning of commodity roles, out of 2 points; 3. Reasonable commodity procurement and pricing, out of 1 point; 4. Reasonable development of commodity sales strategy, 1 point; 5. Reasonable design of commodity title, 1 point; 6. Accurate design of the main picture of the product, 2 points; 7. Accurate setting of product detail page, 3 points.	11
	Live Streaming Promotion Management	Live interactive content is well-designed, out of 3 points	3
	Live Streaming Content Curation	Complete the live broadcast planning based on the context of the assignment, out of 12 points for this item: 1. live theme and time planning is reasonable, full marks 2; 2. The live process and the time of each link is reasonable, 2 points; 3. Live script logic is clear and creative, full marks 8 points.	12
	Live Streaming Promotion Planning	According to the background of the task, complete the live promotion, this item is full of 10 points: 1. analyze the data of age distribution, gender distribution, regional distribution, crowd distribution and other dimensions by precise targeting, and form a customer portrait, out of 5 points;	10

2024 BRICS Skills Competition (BRICS Future Skills & Technology Challenge)

		2. design marketing strategies and advertisements according to the analysis results to improve the values of indicators such as display volume, click volume, click rate, etc., out of 5 points.	
Live streaming implementation	Live room decoration	1. Accurate welcome words in the live room, 1 point out of 1; 2. Accurate setting of shielding words in the live broadcast room, out of 1 point; 3. Live room shortcut phrases set up accurately. Full marks 1 point; 4. Reasonable layout of the scene in the live room, 2 points; 5. Reasonable setting of information in the live broadcast room, 1 point.	6
	Live Sales	1. the live opening warm-up elements are complete, out of 3 points; 2. Reasonable merchandise introduction, 3 points; 3. Accurate explanation of product attributes and selling points, out of 4 points; 4. Sales promotion is attractive, 3 points; 5. Live closing elements of the explanation is complete, out of 3 points; 6. Anchor etiquette decent, good image, persona distinct, full marks 3 points; 7. Commodities on the shelf in a timely manner, 3 points; 8. Live broadcast to reach the required length of time, full marks 1 point; 9. Live fan recall, fan pull new expression reasonable, full marks 3 points; 10. Promote single reasonable, guide fans to order, full marks 3 points.	29
	live interaction	1. Reasonable choice of interaction methods, out of 3 points; 2. The steps of interactive implementation are accurate, 3 marks out of 3; 3. Reasonable control of the interactive rhythm, out of 3 points.	9
Data Analysis	Data Analysis	Complete the live data review response for 20 points.	20



2024 BRICS SKILLS COMPETITION

