

MG-1007: Freelancing (Section A & B)

Monday, 25th September, 2023

Course Instructors

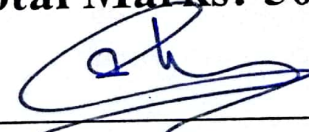
Mr. Usman Awan

Serial No:

Sessional Exam-I

Total Time: 1 Hour

Total Marks: 50



Signature of Invigilator

Tacha Imran

Student Name

22i-1239

Roll No.

A (cs-G)

Course Section



Student Signature

DO NOT OPEN THE QUESTION BOOK OR START UNTIL INSTRUCTED.

Instructions:

1. Attempt on Separate Answer Sheet. Attempt all of them. Read the question carefully, understand the question, and then attempt it.
2. After asked to commence the exam, please verify that you have **Two (2)** different printed pages including this title page. There are total of **5** questions.
3. Use permanent ink pens only. Any part done using soft pencil will not be marked and cannot be claimed for rechecking.

	Q-1	Q-2	Q-3	Q-4	Q-5	Total
Marks Obtained	8	9	6	9	8	41
Total	10	10	10	10	10	50

National University of Computer and Emerging Sciences

FAST School of Computing

Fall-2023

Islamabad Campus

Question 1 [10 Marks]

Discuss how to **identify your Unique Selling Proposition (USP)** as a freelancer. Additionally, explain the strategies that a new freelancer should follow to effectively **build their portfolio**.

Question 2 [10 Marks]

Define the "**gig economy**" and identify the individuals referred to as "**gig contractors**" within this economic model.

Question 3 [10 Marks]

As a Level 2 seller on Fiverr, if your account is demoted to Level 1 on the 15th of the current month, what are the **potential factors or reasons** that could have contributed to this **demotion**?

Question 4 [10 Marks]

Can you explain the differences between gig extras and gig packages on the Fiverr platform?

Question 5 [10 Marks]

"Having achieved success as a freelancer, please discuss a comprehensive strategy outlining the key steps you would take to effectively **scale your freelancing business**. Please provide a short explanation for at least 5 steps."



National University
of Computer & Emerging Sciences
ISLAMABAD CAMPUS
MID TERM ANSWER BOOK

No. 106508

Course MG1007 - FREELANCING - (A) Date 25/9/2023

Name Tauha Imran Roll No. 22i-1239 - (A) (CS-G)

Student's Signature [Signature] Continuation Sheet(s) No. _____

Question No.	1	2	3	4	5	6	7	8	9	10	Total	Teacher's Signature
Marks Obt.	8	9	6	9	8						41	[Signature]

Q/Part No.

Q#1

Rough Work

How to Identify your USP

A USP is a Unique Selling Proposition which refers to that unique aspect of your freelancing business that sets you apart from other freelancers and competition. A USP is determined by the nature of your niche, gigs and area of expertise. Let's look at multiple ways to identify our USP.

8/10

1) Choosing Your Niche

The choice of your niche is something a freelancer must think carefully about. This includes your safe-space and ^{area} point of expertise in that field. Your own niche, is decided via your own work and it's its speciality gives rise to your USP, to show what makes it special.

Try asking these questions to help.

- What can you draw from the Past?
- What leverage do you have in the present?
- What are your plans for the future?

2) Competitor Analysis;

Analysing your competition to see how you can compete and what services can you offer in order to pop out from as a unique contender.

3) Market Trends;

The trends in the Market are highly valuable in business and freelancing. By analysing Market Trends you can identify a USP to get the most out of it your freelancing career.

4) Skills & Experiences;

Your personal skills and experiences can especially help in identifying your USP. You can take advantage of Gig Extras on fiverr and fiverr pro to showcase your unique quality and services.

5) Client management & Feedback;

As a freelancer your clients hold great value. Hence, managing, retaining and getting feedback from your clients can help clear the vague confusion in what your USP is. After all, a USP is what keeps the customers coming back.

Building their Portfolio

As a freelancer you can effectively build your portfolio by applying the following techniques

- Time Management
- Pro-bono work
- Test project
- Networking
- Attending Conferences
- Managing and Observing your work over time
- Working around your niche

Q# 2)

"Gig Economy"

The term "Gig Economy" defines a project based economy - economy. In other words an economy that revolves around temporary jobs and contracts, allowing a flexible movement of work and earning.

In this economic model, freelancers are the individuals referred to as "gig contractors".

To understand this let's see some aspects of this economy that align with freelancing

1) A flexible work schedule, only dependant upon the time duration of the project

2) You will face deadlines for project

3) Your services are your what you offer, these are often referred to as gigs.

4) A business approach with clientele, requiring a lot of management in time, finances and technical aspects.

5) Networking and Market Analysis is crucial.

6) "Gig Contractors" or freelancers are the sellers of this specific lifestyle, offering payed paid services

7) Very flexible working hours, per project/gig hiring leads to an on a form a non-traditional working life style, coinciding with the Idea of a gig economy.

But In conclusion, there are multiple examples for this economy, such as fret freelancers on fiverr & upwork as well as construction contractors and small pop-up businesses.



Q3) (Potential Factors or Reasons for Demotion)

As per the platform, Fiverr's policy, there as well as freelancing technicalities there are many criterias and reasons for the demotion from a level two seller to a level one. We will see these one by one, however the overall gist is that the reason for this demotion is simply that you have failed to meet the criteria for a level 2 seller.

1) Your Rating

A level two seller's rating must be 4.8 or above. ~~to be~~ It could have fallen.

2) Rates and Response and Completion rates;

Most rates and demographics must be 90% and above for a level two seller. Hence your performance must have fallen.

3) Bad Management;

Freelancing is all about managing your work and life. Specifically in this scenario, falling in one of the following aspects is a contributing factor.

- Time Management
- Financial Management
- Client Management

6/10

Q/Part No.

4) Lack of Gigs And Services;

You may not have enough gigs or services, along with the resources to provide them. Hence, stunting the growth of your freelancing business.

5) Marketing & Branding;

As a level 2 seller, you must strive for clientel more than ever before. The factor of lack of marketing and branding of your profile, eventually led to it falling of the market trend.

6) Inconsistency;

Freelancing requires consistency and discipline.

7) Lack of Networking;

By networking you form a team of helpers / colleagues allowing you to stay strong.

8) Improper Mentorship

Only Good Mentorship will make a huge difference

9) Market Trends

You may have simply become yesterday's trend

10) Improper communication with clients

Freelancing requires good people skills



24)

Gig Extras

Extra services or offers a freelancer offers with ~~an~~ a gig for a small price.

- Are for a price, no set number of extras
- ~~Inclusive and use~~ Used in custom offers
- Extra work regarding the gig
- Is related to your niche
- Not a part of the basic gig
(e.g. → Attaching images in document
→ Giving 4K video quality
→ Custom website animation)

9/10

Gig Packages

The basic, per standard and ~~premium~~ of premium offers of a gig that a freelancer offers.

- Are packages of a gig.
- Vary in price from low to high.
- Are only 3
- They are not considered as custom offers
- The buyers see them with our gig.
- Are Basic, Premium and standard
(e.g.) Basic → 3 min editing - \$5
Standard → 5 min editing - \$7
Premium → 10 min editing - \$12/

(25) Scaling Your Freelancing Business

Scaling a business means to expand your business in all aspects, like marketing, services, income, profit, offers and so on... Here are 5 steps to scale your Freelancing Business.

1) Market analysis and growing Your Niche.

look at Market trends, see your competition and grow your services, offer new services as well

2) Marketing, Branding, Pricing.

Increase your market, make glit your brand. Increase your prices slightly as business booms so you can gain more and manage the well.

3) Time, Finance & Client Management;

Be very well managed in time, Financially have proper budgets and take out cash for emergencies as well as retirement. Always give the BEST CUSTOMER SERVICE.

4) Feedbacks, Reviews, & Networking;

Showcase client reviews, get market feedback, grow your network, hire more employees. Spread Spread to new platforms and analyse every step.

5) Not Monitor and adjust;

Always keep ~~or~~ monitoring your progress. Keep the data looking good!

