

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	89	83	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	89	80	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	90	82	<div></div>	<div></div>	<div></div>
Final Role-play	55	45	<div></div>	<div></div>	
Overall	268	90	<div></div>	<div></div>	<div></div>



Student: Steven Du
School: St. Andrew's College
Association: Ontario
Competitive Event: Hotel and Lodging Management Series

Comprehensive Exam Hospitality and Tourism Career Cluster Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	100	100	100	<div></div>	<div></div>
Communication Skills	80	100	75	<div></div>	<div></div>
Customer Relations	91	75	87	<div></div>	<div></div>
Economics	50	33	50	<div></div>	
Emotional Intelligence	88	50	83	<div></div>	<div></div>
Financial Analysis	87	50	83	<div></div>	<div></div>
Human Resources Management	100	100	100	<div></div>	<div></div>
Information Management	93	100	100	<div></div>	<div></div>
Market Planning	100	100	100	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Operations	100	100	100	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	87	66	80	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	100	100	100	<div></div>	<div></div>
Quality Management	0	50	50		
Risk Management	100	100	100	<div></div>	<div></div>
Selling	75	100	80	<div></div>	<div></div>

Preliminary Role-play #1 Product/Service Management					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain the concept of product in the hospitality and tourism industry?	✓	93	<div></div>	<div></div>	<div></div>
2. Explain the nature of product/service branding?	✓	92	<div></div>	<div></div>	<div></div>
3. Identify a product/service's competitive advantage?	✓	90	<div></div>	<div></div>	<div></div>
4. Identify ways to segment hospitality and tourism markets?	✓	85	<div></div>	<div></div>	<div></div>
5. Specify a standard rate?	✓	69	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	100	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	85	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	81	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	97	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	86	<div></div>	<div></div>	<div></div>

Preliminary Role-play #2 Marketing					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Differentiate between service marketing and product marketing?	✓	58	<div></div>	<div></div>	<div></div>
2. Explain factors that influence customer/client/business buying behavior?	✓	87	<div></div>	<div></div>	<div></div>

Final Role-play Operations					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain how frequency schedules are determined for guestroom cleaning?		20	<div></div>		
2. Explain the role of ethics in operations?		50	<div></div>	<div></div>	<div></div>
3. Explain security considerations in the hospitality and tourism industry?		66	<div></div>	<div></div>	<div></div>
4. Interpret business policies to customers/clients?		60	<div></div>	<div></div>	<div></div>
5. Choose and use an appropriate channel for workplace communication?	✓	50	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		75	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?		42	<div></div>	<div></div>	
8. Communicate clearly?		66	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		50	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions		60	<div></div>	<div></div>	<div></div>

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

Met Prof = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.

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	Met Prof	Intl %ile	NV	BE	ME EE
3. Demonstrate connections between company actions and results?	✓	84	<div></div>	<div></div>	<div></div>
4. Explain promotional methods used by the hospitality and tourism industry?	✓	91	<div></div>	<div></div>	<div></div>
5. Explain the use of referrals among independently owned facilities?	✓	60	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		69	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	91	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	85	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	86	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	70	<div></div>	<div></div>	<div></div>

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