

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	89	94	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	83	68	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	92	86	<div></div>	<div></div>	<div></div>
Final Role-play	60	12	<div></div>	<div></div>	<div></div>
Overall	264	89	<div></div>	<div></div>	<div></div>



Student: Maanav Dalal
School: Turner Fenton HS
Association: Ontario
Competitive Event: Business Service Marketing Series

Comprehensive Exam Marketing Career Cluster Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	50	50	66	<div></div>	<div></div>
Channel Management	66	66	71	<div></div>	<div></div>
Communications	75	50	75	<div></div>	<div></div>
Customer Relations	100	100	100	<div></div>	<div></div>
Economics	80	66	80	<div></div>	<div></div>
Emotional Intelligence	100	100	100	<div></div>	<div></div>
Financial Analysis	100	100	100	<div></div>	<div></div>
Information Management	75	100	80	<div></div>	<div></div>
Market Planning	75	50	75	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Marketing-Information Management	92	100	91	<div></div>	<div></div>
Operations	100	100	100	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	100	100	100	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	81	75	77	<div></div>	<div></div>
Selling	87	66	85	<div></div>	<div></div>

Preliminary Role-play #1 Customer Relations					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Communicate core values of a product/service?	✓	92	<div></div>	<div></div>	<div></div>
2. Determine ways of reinforcing the company's image through employee performance?	✓	83	<div></div>	<div></div>	<div></div>
3. Develop rapport with customers?	✓	93	<div></div>	<div></div>	<div></div>
4. Handle customer/client complaints?	✓	90	<div></div>	<div></div>	<div></div>
5. Discuss actions employees can take to achieve the company's desired results?	✓	86	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		52	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	83	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	100	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	85	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions		44	<div></div>	<div></div>	<div></div>

Final Role-play Marketing-Information Management					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain the role of customer service as a component of selling relationships?		33	<div></div>	<div></div>	<div></div>
2. Identify data monitored for marketing decision making?		28	<div></div>	<div></div>	<div></div>
3. Describe data collection methods?		16	<div></div>	<div></div>	<div></div>
4. Leverage data to support real-time customization of customer interactions?		28	<div></div>	<div></div>	<div></div>
5. Explain the nature of effective communications?		16	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		66	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?		66	<div></div>	<div></div>	<div></div>
8. Communicate clearly?		66	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		33	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions		66	<div></div>	<div></div>	<div></div>

Preliminary Role-play #2 Marketing					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Identify a product/service's competitive advantage?	✓	90	<div></div>	<div></div>	<div></div>
2. Explain the selling process?	✓	100	<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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3. Explain factors that influence customer/client/business buying behavior?	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
4. Discuss actions employees can take to achieve the company's desired results?	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
5. Demonstrate connections between company actions and results?	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	85	<div></div>	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	100	<div></div>	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	78	<div></div>	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	78	<div></div>	<div></div>	<div></div>	<div></div>

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