Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	73	36			
Preliminary Case Study	74	52			
Overall	147	32			

Student: Jerry Yang
School: The Woodlands School
Association: Ontario
Competitive Event: Entrepreneurship Team Decision Making

Comprehensive Exam
Entrepreneurship and Small Business Management Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	100	100	100	
Channel Management	100	100	100	
Communications	100	100	100	
Customer Relations	0	50	50	
Economics	50	50	66	
Emotional Intelligence	75	50	75	
Entrepreneurship	78	60	72	
Financial Analysis	45	16	44	
Human Resources Management	100	100	100	
Information Management	50	50	66	
Market Planning	83	75	85	
Marketing	100	100	100	
Marketing-Information Management	100	100	100	
Operations	73	40	69	
Pricing	100	100	100	
Product/Service Management	100	100	100	
Professional Development	50	50	60	
Promotion	71	60	75	
Quality Management	0	50	50	
Risk Management	75	66	80	
Selling	100	100	100	
Strategic Management	62	25	62	

Preliminary Case Study
Market Planning

	Met Prof	Intl %ile	NV BE ME EE
1. Develop marketing plan?	✓	57	
2. Set marketing goals and objectives?	✓	62	
3. Explain the concept of marketing strategies?	✓	62	
4. Explain the concept of market and market identification?	✓	66	
5. Build corporate brand?	✓	66	
6. Explain the role of promotion as a marketing function?	✓	66	
7. Explain factors that influence customer/client/business buying behavior?	✓	66	
8. Reason effectively and use systems thinking?	✓	80	
9. Make judgments and decisions, and solve problems?	✓	75	
10. Communicate clearly and show evidence of collaboration?	✓	80	
11. Show evidence of creativity?	✓	80	
12. Overall impression and responses to the judge's questions	✓	80	

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.