

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	86	73	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	94	89	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	78	61	<div></div>	<div></div>	<div></div>
Final Role-play	60	50	<div></div>	<div></div>	
Overall	258	82	<div></div>	<div></div>	<div></div>



**Student:** Harleen Cheema  
**School:** Turner Fenton HS  
**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	66	50	75	<div></div>	<div></div>
Communication Skills	80	100	75	<div></div>	<div></div>
Customer Relations	91	75	87	<div></div>	<div></div>
Economics	83	100	83	<div></div>	<div></div>
Emotional Intelligence	88	50	83	<div></div>	<div></div>
Financial Analysis	100	100	100	<div></div>	<div></div>
Human Resources Management	100	100	100	<div></div>	<div></div>
Information Management	66	20	60	<div></div>	<div></div>
Market Planning	100	100	100	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Operations	92	66	83	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	87	66	80	<div></div>	<div></div>
Professional Development	85	50	80	<div></div>	<div></div>
Promotion	100	100	100	<div></div>	<div></div>
Quality Management	100	100	100	<div></div>	<div></div>
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?	✓	77	<div></div>	<div></div>	<div></div>
2. Explain the nature of product/service branding?	✓	77	<div></div>	<div></div>	<div></div>
3. Identify a product/service's competitive advantage?	✓	59	<div></div>	<div></div>	<div></div>
4. Identify ways to segment hospitality and tourism markets?	✓	81	<div></div>	<div></div>	<div></div>
5. Specify a standard rate?	✓	55	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		63	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?		60	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	75	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		81	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	83	<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?	✓	90	<div></div>	<div></div>	<div></div>
2. Explain factors that influence customer/client/business buying behavior?	✓	72	<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?		60	<div></div>	<div></div>	<div></div>
2. Explain the role of ethics in operations?		41	<div></div>	<div></div>	<div></div>
3. Explain security considerations in the hospitality and tourism industry?		77	<div></div>	<div></div>	<div></div>
4. Interpret business policies to customers/clients?		50	<div></div>	<div></div>	<div></div>
5. Choose and use an appropriate channel for workplace communication?		37	<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?		57	<div></div>	<div></div>	<div></div>
8. Communicate clearly?		66	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		66	<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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<b>Student:</b>	Harleen Cheema
<b>School:</b>	Turner Fenton HS
<b>Association:</b>	Ontario
<b>Competitive Event:</b>	Hotel and Lodging Management Series

Preliminary Role-play #2 Marketing					
	Met Prof	Intl %ile	NV	BE	ME EE
3. Demonstrate connections between company actions and results?	✓	57	<div></div>	<div></div>	<div></div>
4. Explain promotional methods used by the hospitality and tourism industry?	✓	93	<div></div>	<div></div>	<div></div>
5. Explain the use of referrals among independently owned facilities?	✓	85	<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?		68	<div></div>	<div></div>	<div></div>
8. Communicate clearly?		58	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		71	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	100	<div></div>	<div></div>	<div></div>

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