Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	86	73			
Preliminary Role-play #1	95	90			
Preliminary Role-play #2	87	77			
Final Role-play	88	75			
Overall	268	90			

DECA™

2018 International Career Development Conference

Student:	Asma Khamis
School:	Bayview SS
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	
Communication Skills	60	50	50	
Customer Relations	83	50	75	
Economics	66	66	66	
Emotional Intelligence	88	50	83	
Financial Analysis	87	50	83	
Human Resources Management	100	100	100	
Information Management	80	60	80	
Market Planning	100	100	100	
Marketing	100	100	100	
Operations	100	100	100	
Pricing	100	100	100	
Product/Service Management	87	66	80	
Professional Development	85	50	80	
Promotion	100	100	100	
Quality Management	100	100	100	
Risk Management	100	100	100	
Selling	75	100	80	

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?	✓	91	
2. Explain the nature of product/service branding?	✓	89	
3. Identify a product/service's competitive advantage?	✓	93	
4. Identify ways to segment hospitality and tourism markets?	✓	100	
5. Specify a standard rate?	✓	98	
6. Reason effectively and use systems thinking?	✓	100	
7. Make judgments and decisions, and solve problems?	✓	82	
8. Communicate clearly?	✓	89	
9. Show evidence of creativity?		65	
10. Overall impression and responses to the judge's questions	✓	94	

Preliminary Role-play #2
Marketing

	Met Prof	Intl %ile	NV BE ME EE
1. Differentiate between service marketing and product marketing?	✓	80	
2. Explain factors that influence customer/client/business buying behavior?	✓	73	

Final Role-play
Operations

	Met Prof	Intl %ile	NV BE ME EE
1. Explain how frequency schedules are determined for guestroom cleaning?	✓	90	
2. Explain the role of ethics in operations?	✓	91	
3. Explain security considerations in the hospitality and tourism industry?	✓	100	
4. Interpret business policies to customers/clients?	✓	70	
5. Choose and use an appropriate channel for workplace communication?	✓	62	
6. Reason effectively and use systems thinking?	✓	100	
7. Make judgments and decisions, and solve problems?	✓	100	
8. Communicate clearly?	✓	83	
9. Show evidence of creativity?		66	
10. 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.

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Preliminary Role-play #2
Marketing

	Met Prof	Intl %ile	NV BE ME EE
3. Demonstrate connections between company actions and results?	✓	86	
4. Explain promotional methods used by the hospitality and tourism industry?	✓	68	
5. Explain the use of referrals among independently owned facilities?	✓	71	
6. Reason effectively and use systems thinking?	✓	75	
7. Make judgments and decisions, and solve problems?	✓	85	
8. Communicate clearly?		61	
9. Show evidence of creativity?	✓	97	
10. Overall impression and responses to the judge's questions	✓	79	

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

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