Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	82	43			
Preliminary Case Study	100	100			
Final Case Study	99	94			
Overall	182	53			

DECA™

2018 International Career Development Conference

Student:	Laura Lu
School:	Marc Garneau CI
Association:	Ontario
Competitive Event:	Travel and Tourism Team Decision Making

Comprehensive Exam
Hospitality and Tourism Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	100	100	100	
Communication Skills	100	100	100	
Customer Relations	75	50	66	
Economics	50	25	57	
Emotional Intelligence	88	66	83	
Financial Analysis	62	33	62	
Human Resources Management	100	100	100	
Information Management	73	50	75	
Market Planning	100	100	100	
Marketing	100	100	100	
Operations	92	75	90	
Pricing	100	100	100	
Product/Service Management	75	33	75	
Professional Development	100	100	100	
Promotion	100	100	100	
Quality Management	100	100	100	
Risk Management	100	100	100	
Selling	75	50	80	

Preliminary Case Study
Product/Service Management

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the nature of corporate branding?	✓	100	
2. Communicate core values of product/service?	✓	100	
3. Identify product/service's competitive advantage?	✓	100	
4. Explain the nature of product extensions in the hospitality and tourism industry?	✓	100	
5. Identify ways to segment hospitality and tourism markets?	✓	100	
6. Explain the use of marketing strategies in hospitality and tourism?	✓	100	
7. Explain the role of promotion as a marketing function?	✓	100	
8. Reason effectively and use systems thinking?	✓	100	
9. Make judgments and decisions, and solve problems?	✓	100	
10. Communicate clearly and show evidence of collaboration?	✓	100	
11. Show evidence of creativity?	✓	100	
12. Overall impression and responses to the judge's questions	✓	100	

Final Case Study
Marketing

	Met Prof	Intl %ile	NV BE ME EE
1. Describe marketing functions and related activities?	✓	100	
2. Differentiate between service marketing and product marketing?	✓	100	
3. Explain factors that influence customer/client/business buying behavior?	✓	100	
4. Demonstrate connections between company actions and results?	✓	100	
5. Explain the concept of market and market identification?	✓	100	
6. Explain the use of marketing strategies in hospitality and tourism?	✓	100	
7. Explain promotional methods used by the hospitality and tourism industry?	✓	100	
8. Reason effectively and use systems thinking?	✓	100	
9. Make judgments and decisions, and solve problems?	✓	100	
10. Communicate clearly and show evidence of collaboration?	✓	100	
11. Show evidence of creativity?	✓	50	
12. Overall impression and responses to the judge's questions	✓	100	

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.