

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	91	59			
Preliminary Case Study	84	72			
Overall	175	52			



Student: Shaan Mehta
School: Markville HS
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	100	100	100		
Economics	100	100	100		
Emotional Intelligence	75	50	75		
Entrepreneurship	92	100	90		
Financial Analysis	81	83	88		
Human Resources Management	100	100	100		
Information Management	100	100	100		
Market Planning	100	100	100		
Marketing	0	50	50		
Marketing-Information Management	100	100	100		
Operations	93	100	92		
Pricing	100	100	100		
Product/Service Management	100	100	100		
Professional Development	100	100	100		
Promotion	85	80	87		
Quality Management	0	50	50		
Risk Management	100	100	100		
Selling	100	100	100		
Strategic Management	87	75	87		

Preliminary Case Study Market Planning					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Develop marketing plan?	✓	71			
2. Set marketing goals and objectives?	✓	62			
3. Explain the concept of marketing strategies?	✓	87			
4. Explain the concept of market and market identification?	✓	88			
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?	✓	77			
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	✓	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.