

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	87	92	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	94	88	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	88	80	<div></div>	<div></div>	<div></div>
Final Role-play	78	43	<div></div>	<div></div>	<div></div>
Overall	269	90	<div></div>	<div></div>	<div></div>



Student: Jasdeep Dhillon
School: Turner Fenton HS
Association: Ontario
Competitive Event: Sports and Entertainment Marketing Series

Comprehensive Exam Marketing Career Cluster Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	100	100	100	<div></div>	<div></div>
Channel Management	83	100	85	<div></div>	<div></div>
Communications	100	100	100	<div></div>	<div></div>
Customer Relations	50	50	66	<div></div>	<div></div>
Economics	80	66	80	<div></div>	<div></div>
Emotional Intelligence	100	100	100	<div></div>	<div></div>
Financial Analysis	100	100	100	<div></div>	<div></div>
Information Management	75	50	80	<div></div>	<div></div>
Market Planning	100	100	100	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Marketing-Information Management	85	80	84	<div></div>	<div></div>
Operations	80	50	83	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	100	100	100	<div></div>	<div></div>
Professional Development	80	50	83	<div></div>	<div></div>
Promotion	72	50	80	<div></div>	<div></div>
Selling	75	33	71	<div></div>	<div></div>

Preliminary Role-play #1 Selling				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain key factors in building a clientele?	✓	100	<div></div>	<div></div>
2. Explain the role of customer service as a component of selling relationships?	✓	70	<div></div>	<div></div>
3. Discuss motivational theories that impact buying behavior?	✓	100	<div></div>	<div></div>
4. Explain the concept of product mix?	✓	69	<div></div>	<div></div>
5. Communicate core values of a product/service?	✓	68	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	90	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	90	<div></div>	<div></div>
8. Communicate clearly?		66	<div></div>	<div></div>
9. Show evidence of creativity?	✓	73	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions		50	<div></div>	<div></div>

Final Role-play Emotional Intelligence				
	Met Prof	Intl %ile	NV	BE ME EE
1. Analyze the impact of technology on marketing?	✓	57	<div></div>	<div></div>
2. Describe factors used by marketers to position products/services?	✓	42	<div></div>	<div></div>
3. Explain reasons for ethical dilemmas?	✓	57	<div></div>	<div></div>
4. Recognize and respond to ethical dilemmas?	✓	33	<div></div>	<div></div>
5. Explain ethical considerations in providing information?	✓	83	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	100	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	75	<div></div>	<div></div>
8. Communicate clearly?	✓	100	<div></div>	<div></div>
9. Show evidence of creativity?		50	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions		40	<div></div>	<div></div>

Preliminary Role-play #2 Product/Service Management				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain the concept of product mix?	✓	100	<div></div>	<div></div>
2. Describe factors used by businesses to position corporate brands?	✓	100	<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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Preliminary Role-play #2 Product/Service Management					
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3. Describe the role of customer voice in branding?	✓	100	<div></div>	<div></div>	<div></div>
4. Explain business ethics in product/service management?	✓	100	<div></div>	<div></div>	<div></div>
5. Coordinate activities in the promotional mix?	✓	100	<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?	✓	100	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	100	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	88	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	93	<div></div>	<div></div>	<div></div>

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