

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	92	57			
Preliminary Case Study	91	84			
Final Case Study	75	36			
Overall	183	55			



**Student:** Dasni Samarasena  
**School:** Harold M. Brathwaite SS  
**Association:** Ontario  
**Competitive Event:** Hospitality Services 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	83	80	81		
Economics	83	75	85		
Emotional Intelligence	100	100	100		
Financial Analysis	87	66	87		
Human Resources Management	100	100	100		
Information Management	93	100	92		
Market Planning	100	100	100		
Marketing	100	100	100		
Operations	85	50	81		
Pricing	100	100	100		
Product/Service Management	100	100	100		
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 Customer Relations					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Identify a company's brand promise?	✓	100			
2. Differentiate between offering services and offering products in hospitality and tourism?	✓	100			
3. Identify factors associated with positive customer experiences?	✓	87			
4. Anticipate unspoken customer needs?	✓	77			
5. Explain factors that motivate people to choose a hospitality and tourism site?	✓	88			
6. Explain the nature of product/service branding?	✓	77			
7. Explain the concept of market and market identification?	✓	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?		66			
12. Overall impression and responses to the judge's questions	✓	80			

Final Case Study Marketing					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Differentiate between service marketing and product marketing?	✓	83			
2. Explain factors that influence customer/client/business buying behavior?	✓	60			
3. Discuss actions employees can take to achieve the company's desired results?	✓	60			
4. Demonstrate connections between company actions and results?	✓	50			
5. Explain the concept of product mix?	✓	60			
6. Explain promotional methods used by the hospitality and tourism industry?	✓	66			
7. Recognize/reward others for their efforts and contributions?		16			
8. Reason effectively and use systems thinking?	✓	75			
9. Make judgments and decisions, and solve problems?		60			
10. Communicate clearly and show evidence of collaboration?	✓	100			
11. Show evidence of creativity?	✓	80			
12. Overall impression and responses to the judge's questions		40			

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.