Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	76	43			
Preliminary Case Study	73	55			
Overall	149	40			

DECA™

2018 International Career Development Conference

Student:	Helena Teng
School:	Markville HS
Association:	Ontario
Competitive Event:	Buying and Merchandising Team Decision Making

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	100	100	100	
Channel Management	66	80	71	
Communications	75	50	80	
Customer Relations	50	50	66	
Economics	60	50	66	
Emotional Intelligence	75	33	66	
Financial Analysis	80	66	80	
Information Management	75	66	80	
Market Planning	75	50	80	
Marketing	100	100	100	
Marketing-Information Management	57	28	53	
Operations	100	100	100	
Pricing	66	50	75	
Product/Service Management	84	50	81	
Professional Development	100	100	100	
Promotion	72	57	72	
Selling	87	66	88	

Preliminary Case Study
Product/Service Management

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the concept of product mix?	✓	70	
2. Describe the nature of product bundling?	✓	70	
3. Identify the impact of product life cycles on marketing decisions?	✓	70	
4. Describe factors used by marketers to position products/services?	✓	70	
5. Explain factors affecting pricing decisions?	✓	70	
6. Explain company selling policies?	✓	70	
7. Determine factors affecting business risk?	✓	66	
8. Reason effectively and use systems thinking?	✓	83	
9. Make judgments and decisions, and solve problems?	✓	85	
10. Communicate clearly and show evidence of collaboration?	✓	85	
11. Show evidence of creativity?		66	
12. Overall impression and responses to the judge's questions	✓	83	

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.