

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	88	52	<div></div>	<div></div>	<div></div>
Preliminary Case Study	86	70	<div></div>	<div></div>	<div></div>
Overall	174	47	<div></div>	<div></div>	<div></div>



Student: Michelle Lam
School: Bayview SS
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	<div></div>	<div></div>
Communication Skills	100	100	100	<div></div>	<div></div>
Customer Relations	91	100	88	<div></div>	<div></div>
Economics	83	75	85	<div></div>	<div></div>
Emotional Intelligence	88	66	83	<div></div>	<div></div>
Financial Analysis	100	100	100	<div></div>	<div></div>
Human Resources Management	100	100	100	<div></div>	<div></div>
Information Management	66	25	66	<div></div>	<div></div>
Market Planning	100	100	100	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Operations	85	50	81	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	87	66	87	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	100	100	100	<div></div>	<div></div>
Quality Management	100	100	100	<div></div>	<div></div>
Risk Management	100	100	100	<div></div>	<div></div>
Selling	75	50	80	<div></div>	<div></div>

Preliminary Case Study Product/Service Management				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain the nature of corporate branding?	✓	87	<div></div>	<div></div>
2. Communicate core values of product/service?	✓	100	<div></div>	<div></div>
3. Identify product/service's competitive advantage?	✓	70	<div></div>	<div></div>
4. Explain the nature of product extensions in the hospitality and tourism industry?	✓	70	<div></div>	<div></div>
5. Identify ways to segment hospitality and tourism markets?	✓	100	<div></div>	<div></div>
6. Explain the use of marketing strategies in hospitality and tourism?	✓	75	<div></div>	<div></div>
7. Explain the role of promotion as a marketing function?	✓	75	<div></div>	<div></div>
8. Reason effectively and use systems thinking?	✓	100	<div></div>	<div></div>
9. Make judgments and decisions, and solve problems?	✓	83	<div></div>	<div></div>
10. Communicate clearly and show evidence of collaboration?	✓	100	<div></div>	<div></div>
11. Show evidence of creativity?	✓	85	<div></div>	<div></div>
12. Overall impression and responses to the judge's questions	✓	80	<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.