

| Category               | Normal score | International %ile | low         | mid         | high        |
|------------------------|--------------|--------------------|-------------|-------------|-------------|
| Comprehensive Exam     | 75           | 42                 | <div></div> | <div></div> | <div></div> |
| Preliminary Case Study | 90           | 88                 | <div></div> | <div></div> | <div></div> |
| Final Case Study       | 78           | 50                 | <div></div> | <div></div> | <div></div> |
| Overall                | 165          | 52                 | <div></div> | <div></div> | <div></div> |



**Student:** Emily Shen  
**School:** Marc Garneau CI  
**Association:** Ontario  
**Competitive Event:** Buying and Merchandising Team Decision Making

| Comprehensive Exam<br>Marketing Career Cluster Exam |           |         |           |             |          |
|---|-----------|---------|-----------|-------------|----------|
|   | Raw Score | ON %ile | Intl %ile | low         | mid high |
| Business Law  | 50        | 50      | 66        | <div></div> |          |
| Channel Management                                  | 66        | 80      | 71        | <div></div> |          |
| Communications                                      | 75        | 50      | 80        | <div></div> |          |
| Customer Relations                                  | 100       | 100     | 100       | <div></div> |          |
| Economics   | 60        | 50      | 66        | <div></div> |          |
| Emotional Intelligence                              | 100       | 100     | 100       | <div></div> |          |
| Financial Analysis                                  | 100       | 100     | 100       | <div></div> |          |
| Information Management                              | 75        | 66      | 80        | <div></div> |          |
| Market Planning                                     | 100       | 100     | 100       | <div></div> |          |
| Marketing   | 100       | 100     | 100       | <div></div> |          |
| Marketing-Information Management                    | 35        | 14      | 30        | <div></div> |          |
| Operations  | 80        | 66      | 80        | <div></div> |          |
| Pricing   | 100       | 100     | 100       | <div></div> |          |
| Product/Service Management                          | 76        | 25      | 72        | <div></div> |          |
| Professional Development                            | 80        | 66      | 83        | <div></div> |          |
| Promotion   | 72        | 57      | 72        | <div></div> |          |
| Selling   | 87        | 66      | 88        | <div></div> |          |

| Preliminary Case Study<br>Product/Service Management                  |          |           |             |             |             |
|---|----------|-----------|-------------|-------------|-------------|
|   | Met Prof | Intl %ile | NV          | BE          | ME EE       |
| 1. Explain the concept of product mix?                                | ✓        | 90        | <div></div> | <div></div> | <div></div> |
| 2. Describe the nature of product bundling?                           | ✓        | 90        | <div></div> | <div></div> | <div></div> |
| 3. Identify the impact of product life cycles on marketing decisions? | ✓        | 90        | <div></div> | <div></div> | <div></div> |
| 4. Describe factors used by marketers to position products/services?  | ✓        | 90        | <div></div> | <div></div> | <div></div> |
| 5. Explain factors affecting pricing decisions?                       | ✓        | 80        | <div></div> | <div></div> | <div></div> |
| 6. Explain company selling policies?                                  | ✓        | 90        | <div></div> | <div></div> | <div></div> |
| 7. Determine factors affecting business risk?                         | ✓        | 88        | <div></div> | <div></div> | <div></div> |
| 8. Reason effectively and use systems thinking?                       | ✓        | 83        | <div></div> | <div></div> | <div></div> |
| 9. Make judgments and decisions, and solve problems?                  | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 10. Communicate clearly and show evidence of collaboration?           | ✓        | 85        | <div></div> | <div></div> | <div></div> |
| 11. Show evidence of creativity?                                      | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 12. Overall impression and responses to the judge's questions         | ✓        | 100       | <div></div> | <div></div> | <div></div> |

| Final Case Study<br>Information Management                        |          |           |             |             |             |
|---|----------|-----------|-------------|-------------|-------------|
|   | Met Prof | Intl %ile | NV          | BE          | ME EE       |
| 1. Discuss the nature of information management?                  |          | 40        | <div></div> | <div></div> | <div></div> |
| 2. Assess information needs?                                      | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 3. Draw conclusions based on information analysis?                | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 4. Apply information to accomplish a task?                        | ✓        | 83        | <div></div> | <div></div> | <div></div> |
| 5. Explain the role of ethics in information management?          | ✓        | 66        | <div></div> | <div></div> | <div></div> |
| 6. Describe the role of technology in product/service management? | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 7. "Sell" ideas to others?  |          | 33        | <div></div> | <div></div> | <div></div> |
| 8. Reason effectively and use systems thinking?                   | ✓        | 75        | <div></div> | <div></div> | <div></div> |
| 9. Make judgments and decisions, and solve problems?              | ✓        | 75        | <div></div> | <div></div> | <div></div> |
| 10. Communicate clearly and show evidence of collaboration?       |          | 20        | <div></div> | <div></div> | <div></div> |
| 11. Show evidence of creativity?                                  | ✓        | 75        | <div></div> | <div></div> | <div></div> |
| 12. Overall impression and responses to the judge's questions     |          | 25        | <div></div> | <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.