Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	84	84			
Preliminary Role-play #1	49	7			
Preliminary Role-play #2	96	93			
Overall	229	54			

DECA
2018 International Career Development Conference

Student:	Syed Saad Mateen
School:	Meadowvale SS
Association:	Ontario
Competitive Event:	Retail Merchandising Series

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	100	100	100	
Channel Management	66	50	71	
Communications	100	100	100	
Customer Relations	100	100	100	
Economics	100	100	100	
Emotional Intelligence	100	100	100	
Financial Analysis	80	66	80	
Information Management	75	66	80	
Market Planning	75	50	75	
Marketing	100	100	100	
Marketing-Information Management	71	40	63	
Operations	100	100	100	
Pricing	100	100	100	
Product/Service Management	84	33	80	
Professional Development	80	50	80	
Promotion	81	75	77	
Selling	75	33	71	

Preliminary Role-play #1
Emotional Intelligence

	Met Prof	Intl %ile	NV BE ME EE
1. Identify career opportunities in retailing?		14	
2. Discuss the impact of a nation's unemployment rate?		26	
3. Motivate team members?		12	
4. Recognize/reward others for their efforts and contributions?		13	
5. Develop an achievement orientation?		14	
6. Reason effectively and use systems thinking?		56	
7. Make judgments and decisions, and solve problems?		50	
8. Communicate clearly?	✔	87	
9. Show evidence of creativity?		51	
10. Overall impression and responses to the judge's questions	✔	79	

Preliminary Role-play #2
Market Planning

	Met Prof	Intl %ile	NV BE ME EE
1. Identify components of a retail image?	✔	98	
2. Explain the nature of marketing plans?	✔	100	
3. Explain the concept of market and market identification?	✔	92	
4. Explain the concept of marketing strategies?	✔	100	

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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2018 International Career Development Conference

Student: Syed Saad Mateen
School: Meadowvale SS
Association: Ontario
Competitive Event: Retail Merchandising Series

Preliminary Role-play #2
Market Planning

	Met Prof	Intl %ile	NV	BE	ME	EE
5. Explain key factors in building a clientele?	✓	100				
6. Reason effectively and use systems thinking?	✓	83				
7. Make judgments and decisions, and solve problems?	✓	94				
8. Communicate clearly?	✓	72				
9. Show evidence of creativity?	✓	100				
10. Overall impression and responses to the judge's questions	✓	91				

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.