

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	89	53			
Preliminary Case Study	94	87			
Final Case Study	92	55			
Overall	183	54			



Student: Aarti Joshi
School: The Woodlands School
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		
Communication Skills	100	100	100		
Customer Relations	75	50	66		
Economics	50	25	57		
Emotional Intelligence	100	100	100		
Financial Analysis	100	100	100		
Human Resources Management	100	100	100		
Information Management	93	100	100		
Market Planning	100	100	100		
Marketing	100	100	100		
Operations	92	75	90		
Pricing	100	100	100		
Product/Service Management	87	66	87		
Professional Development	85	50	85		
Promotion	100	100	100		
Quality Management	100	100	100		
Risk Management	100	100	100		
Selling	75	50	80		

Preliminary Case Study Product/Service Management					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain the nature of corporate branding?	✓	87			
2. Communicate core values of product/service?	✓	100			
3. Identify product/service's competitive advantage?	✓	80			
4. Explain the nature of product extensions in the hospitality and tourism industry?	✓	90			
5. Identify ways to segment hospitality and tourism markets?	✓	77			
6. Explain the use of marketing strategies in hospitality and tourism?	✓	100			
7. Explain the role of promotion as a marketing function?	✓	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?	✓	100			
12. Overall impression and responses to the judge's questions	✓	100			

Final Case Study Marketing					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Describe marketing functions and related activities?	✓	75			
2. Differentiate between service marketing and product marketing?	✓	50			
3. Explain factors that influence customer/client/business buying behavior?	✓	80			
4. Demonstrate connections between company actions and results?	✓	75			
5. Explain the concept of market and market identification?	✓	100			
6. Explain the use of marketing strategies in hospitality and tourism?	✓	80			
7. Explain promotional methods used by the hospitality and tourism industry?	✓	100			
8. Reason effectively and use systems thinking?	✓	66			
9. Make judgments and decisions, and solve problems?	✓	100			
10. Communicate clearly and show evidence of collaboration?	✓	66			
11. Show evidence of creativity?	✓	100			
12. Overall impression and responses to the judge's questions	✓	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.