

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	82	76	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	68	38	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	88	79	<div></div>	<div></div>	<div></div>
Overall	238	63	<div></div>	<div></div>	<div></div>



Student: Kairui Zeng
School: The Woodlands School
Association: Ontario
Competitive Event: Business Service Marketing Series

Comprehensive Exam Marketing Career Cluster Exam				
	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	50	50	66	<div></div>
Channel Management	33	33	42	<div></div>
Communications	75	50	75	<div></div>
Customer Relations	100	100	100	<div></div>
Economics	100	100	100	<div></div>
Emotional Intelligence	100	100	100	<div></div>
Financial Analysis	100	100	100	<div></div>
Information Management	75	100	80	<div></div>
Market Planning	75	50	75	<div></div>
Marketing	100	100	100	<div></div>
Marketing-Information Management	85	80	83	<div></div>
Operations	100	100	100	<div></div>
Pricing	100	100	100	<div></div>
Product/Service Management	84	33	83	<div></div>
Professional Development	60	33	60	<div></div>
Promotion	63	25	55	<div></div>
Selling	100	100	100	<div></div>

Preliminary Role-play #1 Customer Relations				
	Met Prof	Intl %ile	NV	BE ME EE
1. Communicate core values of a product/service?	✓	63	<div></div>	<div></div>
2. Determine ways of reinforcing the company's image through employee performance?		37	<div></div>	<div></div>
3. Develop rapport with customers?	✓	53	<div></div>	<div></div>
4. Handle customer/client complaints?	✓	60	<div></div>	<div></div>
5. Discuss actions employees can take to achieve the company's desired results?	✓	54	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		64	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?		61	<div></div>	<div></div>
8. Communicate clearly?		62	<div></div>	<div></div>
9. Show evidence of creativity?		65	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions		67	<div></div>	<div></div>

Preliminary Role-play #2 Marketing				
	Met Prof	Intl %ile	NV	BE ME EE
1. Identify a product/service's competitive advantage?	✓	92	<div></div>	<div></div>
2. Explain the selling process?	✓	92	<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.

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	82	76	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	68	38	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	88	79	<div></div>	<div></div>	<div></div>
Overall	238	63	<div></div>	<div></div>	<div></div>



Student: Kairui Zeng
School: The Woodlands School
Association: Ontario
Competitive Event: Business Service Marketing Series

Preliminary Role-play #2 Marketing					
	Met Prof	Intl %ile	NV	BE	ME EE
3. Explain factors that influence customer/client/business buying behavior?		43	<div></div>	<div></div>	<div></div>
4. Discuss actions employees can take to achieve the company's desired results?		43	<div></div>	<div></div>	<div></div>
5. Demonstrate connections between company actions and results?	✓	90	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		70	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	82	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	88	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	88	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	86	<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.