

| Category               | Normal score | International %ile | low         | mid         | high        |
|------------------------|--------------|--------------------|-------------|-------------|-------------|
| Comprehensive Exam     | 90           | 54                 | <div></div> | <div></div> | <div></div> |
| Preliminary Case Study | 91           | 84                 | <div></div> | <div></div> | <div></div> |
| Final Case Study       | 79           | 57                 | <div></div> | <div></div> | <div></div> |
| Overall                | 181          | 53                 | <div></div> | <div></div> | <div></div> |



**Student:** Samantha Unger  
**School:** WL Mackenzie CI  
**Association:** Ontario  
**Competitive Event:** Hospitality Services Team Decision Making

| Comprehensive Exam<br>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     | 90        | <div></div> | <div></div> |
| Economics   | 50        | 25      | 57        | <div></div> | <div></div> |
| Emotional Intelligence  | 88        | 66      | 85        | <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  | 86        | 85      | 84        | <div></div> | <div></div> |
| Market Planning   | 100       | 100     | 100       | <div></div> | <div></div> |
| Marketing   | 100       | 100     | 100       | <div></div> | <div></div> |
| Operations  | 100       | 100     | 100       | <div></div> | <div></div> |
| Pricing   | 100       | 100     | 100       | <div></div> | <div></div> |
| Product/Service Management  | 75        | 33      | 77        | <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<br>Customer Relations   |          |           |             |             |             |
|--|----------|-----------|-------------|-------------|-------------|
|  | Met Prof | Intl %ile | NV          | BE          | ME EE       |
| 1. Identify a company's brand promise?   | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 2. Differentiate between offering services and offering products in hospitality and tourism? | ✓        | 88        | <div></div> | <div></div> | <div></div> |
| 3. Identify factors associated with positive customer experiences?                           | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 4. Anticipate unspoken customer needs?   | ✓        | 77        | <div></div> | <div></div> | <div></div> |
| 5. Explain factors that motivate people to choose a hospitality and tourism site?            | ✓        | 88        | <div></div> | <div></div> | <div></div> |
| 6. Explain the nature of product/service branding?   | ✓        | 88        | <div></div> | <div></div> | <div></div> |
| 7. Explain the concept of market and market identification?                                  | ✓        | 80        | <div></div> | <div></div> | <div></div> |
| 8. Reason effectively and use systems thinking?  | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 9. Make judgments and decisions, and solve problems?   | ✓        | 83        | <div></div> | <div></div> | <div></div> |
| 10. Communicate clearly and show evidence of collaboration?                                  | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 11. Show evidence of creativity?   | ✓        | 83        | <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>Marketing   |          |           |             |             |             |
|---|----------|-----------|-------------|-------------|-------------|
|   | Met Prof | Intl %ile | NV          | BE          | ME EE       |
| 1. Differentiate between service marketing and product marketing?               | ✓        | 66        | <div></div> | <div></div> | <div></div> |
| 2. Explain factors that influence customer/client/business buying behavior?     | ✓        | 60        | <div></div> | <div></div> | <div></div> |
| 3. Discuss actions employees can take to achieve the company's desired results? | ✓        | 40        | <div></div> | <div></div> | <div></div> |
| 4. Demonstrate connections between company actions and results?                 | ✓        | 50        | <div></div> | <div></div> | <div></div> |
| 5. Explain the concept of product mix?  | ✓        | 60        | <div></div> | <div></div> | <div></div> |
| 6. Explain promotional methods used by the hospitality and tourism industry?    | ✓        | 83        | <div></div> | <div></div> | <div></div> |
| 7. Recognize/reward others for their efforts and contributions?                 | ✓        | 66        | <div></div> | <div></div> | <div></div> |
| 8. Reason effectively and use systems thinking?                                 |          | 50        | <div></div> | <div></div> | <div></div> |
| 9. Make judgments and decisions, and solve problems?                            |          | 60        | <div></div> | <div></div> | <div></div> |
| 10. Communicate clearly and show evidence of collaboration?                     | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 11. Show evidence of creativity?  | ✓        | 80        | <div></div> | <div></div> | <div></div> |
| 12. Overall impression and responses to the judge's questions                   | ✓        | 100       | <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.