Category	Normal score	International %ile low mid high		
Comprehensive Exam	88	52		
Preliminary Case Study	95	92		
Final Case Study	89	84		
Overall	183	55		

DECA

2018 International Career Development Conference

Student:	Harry Chen
School:	DECA Ontario
Association:	Ontario
Competitive Event:	Hospitality Services 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	60	72	
Economics	50	25	57	
Emotional Intelligence	100	100	100	
Financial Analysis	87	66	87	
Human Resources Management	100	100	100	
Information Management	86	85	84	
Market Planning	100	100	100	
Marketing	100	100	100	
Operations	100	100	100	
Pricing	100	100	100	
Product/Service Management	75	33	77	
Professional Development	100	100	100	
Promotion	100	100	100	
Quality Management	100	100	100	
Risk Management	100	100	100	
Selling	75	50	80	

Preliminary Case Study
Customer Relations

	Met Prof	Intl %ile	NV BE ME EE
1. Identify a company's brand promise?	✓	88	
2. Differentiate between offering services and offering products in hospitality and tourism?	✓	100	
3. Identify factors associated with positive customer experiences?	✓	87	
4. Anticipate unspoken customer needs?	✓	88	
5. Explain factors that motivate people to choose a hospitality and tourism site?	✓	88	
6. Explain the nature of product/service branding?	✓	100	
7. Explain the concept of market and market identification?	✓	90	
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. Differentiate between service marketing and product marketing?	✓	66	
2. Explain factors that influence customer/client/business buying behavior?	✓	100	
3. Discuss actions employees can take to achieve the company's desired results?	✓	80	
4. Demonstrate connections between company actions and results?	✓	66	
5. Explain the concept of product mix?	✓	100	
6. Explain promotional methods used by the hospitality and tourism industry?	✓	100	
7. Recognize/reward others for their efforts and contributions?	✓	50	
8. Reason effectively and use systems thinking?	✓	75	
9. Make judgments and decisions, and solve problems?	✓	100	
10. Communicate clearly and show evidence of collaboration?	✓	100	
11. Show evidence of creativity?	✓	80	
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.