Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	68	33			
Preliminary Case Study	93	94			
Final Case Study	59	10			
Overall	161	49			

DECA™

2018 International Career Development Conference

Student:	Maisha Fahmida
School:	Bloor CI
Association:	Ontario
Competitive Event:	Buying and Merchandising Team Decision Making

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	50	50	66	
Channel Management	16	20	28	
Communications	75	50	80	
Customer Relations	50	50	66	
Economics	60	50	66	
Emotional Intelligence	75	33	66	
Financial Analysis	100	100	100	
Information Management	50	33	60	
Market Planning	75	50	80	
Marketing	100	100	100	
Marketing-Information Management	64	42	61	
Operations	20	33	20	
Pricing	66	50	75	
Product/Service Management	76	25	72	
Professional Development	100	100	100	
Promotion	81	71	81	
Selling	75	33	77	

Preliminary Case Study
Product/Service Management

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the concept of product mix?	✓	100	
2. Describe the nature of product bundling?	✓	100	
3. Identify the impact of product life cycles on marketing decisions?	✓	80	
4. Describe factors used by marketers to position products/services?	✓	90	
5. Explain factors affecting pricing decisions?	✓	90	
6. Explain company selling policies?	✓	90	
7. Determine factors affecting business risk?	✓	88	
8. Reason effectively and use systems thinking?	✓	100	
9. Make judgments and decisions, and solve problems?	✓	85	
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
Information Management

	Met Prof	Intl %ile	NV BE ME EE
1. Discuss the nature of information management?		20	
2. Assess information needs?		16	
3. Draw conclusions based on information analysis?		20	
4. Apply information to accomplish a task?		33	
5. Explain the role of ethics in information management?	✓	33	
6. Describe the role of technology in product/service management?	✓	40	
7. \"Sell\" ideas to others?		50	
8. Reason effectively and use systems thinking?		25	
9. Make judgments and decisions, and solve problems?		25	
10. Communicate clearly and show evidence of collaboration?		60	
11. Show evidence of creativity?	✓	75	
12. Overall impression and responses to the judge's questions		50	

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.