

| Category                 | Normal score | International %ile | low         | mid         | high        |
|--------------------------|--------------|--------------------|-------------|-------------|-------------|
| Comprehensive Exam       | 79           | 72                 | <div></div> | <div></div> | <div></div> |
| Preliminary Role-play #1 | 93           | 87                 | <div></div> | <div></div> | <div></div> |
| Preliminary Role-play #2 | 81           | 68                 | <div></div> | <div></div> | <div></div> |
| Overall                  | 253          | 75                 | <div></div> | <div></div> | <div></div> |



**Student:** Emily Lai  
**School:** PE Trudeau HS  
**Association:** Ontario  
**Competitive Event:** Apparel and Accessories Marketing Series

| Comprehensive Exam<br>Marketing Career Cluster Exam |           |         |           |             |             |
|---|-----------|---------|-----------|-------------|-------------|
|   | Raw Score | ON %ile | Intl %ile | low         | mid high    |
| Business Law  | 100       | 100     | 100       | <div></div> | <div></div> |
| Channel Management                                  | 66        | 66      | 71        | <div></div> | <div></div> |
| Communications                                      | 75        | 50      | 66        | <div></div> | <div></div> |
| Customer Relations                                  | 50        | 50      | 66        | <div></div> | <div></div> |
| Economics   | 60        | 33      | 66        | <div></div> | <div></div> |
| Emotional Intelligence                              | 87        | 66      | 85        | <div></div> | <div></div> |
| Financial Analysis                                  | 100       | 100     | 100       | <div></div> | <div></div> |
| Information Management                              | 75        | 100     | 80        | <div></div> | <div></div> |
| Market Planning                                     | 50        | 33      | 60        | <div></div> | <div></div> |
| Marketing   | 100       | 100     | 100       | <div></div> | <div></div> |
| Marketing-Information Management                    | 71        | 50      | 63        | <div></div> | <div></div> |
| Operations  | 100       | 100     | 100       | <div></div> | <div></div> |
| Pricing   | 100       | 100     | 100       | <div></div> | <div></div> |
| Product/Service Management                          | 92        | 75      | 90        | <div></div> | <div></div> |
| Professional Development                            | 80        | 50      | 80        | <div></div> | <div></div> |
| Promotion   | 54        | 20      | 50        | <div></div> | <div></div> |
| Selling   | 100       | 100     | 100       | <div></div> | <div></div> |

| Preliminary Role-play #1<br>Promotion  |          |           |             |             |
|--|----------|-----------|-------------|-------------|
|  | Met Prof | Intl %ile | NV          | BE ME EE    |
| 1. Identify components of a retail image?                                      | ✓        | 89        | <div></div> | <div></div> |
| 2. Explain the nature of effective communications?                             | ✓        | 91        | <div></div> | <div></div> |
| 3. Identify the elements of the promotional mix?                               | ✓        | 93        | <div></div> | <div></div> |
| 4. Describe word-of-mouth channels used to communicate with targeted audience? | ✓        | 67        | <div></div> | <div></div> |
| 5. Explain types of advertising media?   | ✓        | 89        | <div></div> | <div></div> |
| 6. Reason effectively and use systems thinking?                                | ✓        | 100       | <div></div> | <div></div> |
| 7. Make judgments and decisions, and solve problems?                           | ✓        | 87        | <div></div> | <div></div> |
| 8. Communicate clearly?  |          | 45        | <div></div> | <div></div> |
| 9. Show evidence of creativity?  | ✓        | 97        | <div></div> | <div></div> |
| 10. Overall impression and responses to the judge's questions                  | ✓        | 83        | <div></div> | <div></div> |

| Preliminary Role-play #2<br>Marketing-Information Management     |          |           |             |             |
|--|----------|-----------|-------------|-------------|
|  | Met Prof | Intl %ile | NV          | BE ME EE    |
| 1. Describe the need for marketing data?                         | ✓        | 95        | <div></div> | <div></div> |
| 2. Identify information monitored for marketing decision making? | ✓        | 92        | <div></div> | <div></div> |
| 3. Discuss the nature of sampling plans?                         | ✓        | 73        | <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.

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| Preliminary Role-play #2<br>Marketing-Information Management                              |          |           |             |             |             |
|---|----------|-----------|-------------|-------------|-------------|
|   | Met Prof | Intl %ile | NV          | BE          | ME EE       |
| 4. Scan the marketplace to identify factors that could influence merchandising decisions? | ✓        | 86        | <div></div> | <div></div> | <div></div> |
| 5. Explain the role of situation analysis in the marketing planning process?              | ✓        | 92        | <div></div> | <div></div> | <div></div> |
| 6. Reason effectively and use systems thinking?   | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 7. Make judgments and decisions, and solve problems?                                      | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 8. Communicate clearly?   | ✓        | 78        | <div></div> | <div></div> | <div></div> |
| 9. Show evidence of creativity?   | ✓        | 94        | <div></div> | <div></div> | <div></div> |
| 10. Overall impression and responses to the judge's questions                             |          | 71        | <div></div> | <div></div> | <div></div> |

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