

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	84	87			
Preliminary Role-play #1	84	74			
Preliminary Role-play #2	79	64			
Final Role-play	100	100			
Overall	247	79			



Student: Areeb Athar
School: White Oaks SS
Association: Ontario
Competitive Event: Entrepreneurship Series

Comprehensive Exam Entrepreneurship and Small Business Management Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	100	100	100		
Channel Management	100	100	100		
Communications	100	100	100		
Customer Relations	100	100	100		
Economics	100	100	100		
Emotional Intelligence	100	100	100		
Entrepreneurship	85	60	80		
Financial Analysis	54	25	55		
Human Resources Management	100	100	100		
Information Management	100	100	100		
Market Planning	100	100	100		
Marketing	100	100	100		
Marketing-Information Management	50	50	66		
Operations	86	80	77		
Pricing	100	100	100		
Product/Service Management	100	100	100		
Professional Development	50	33	60		
Promotion	85	100	80		
Quality Management	100	100	100		
Risk Management	75	50	75		
Selling	100	100	100		
Strategic Management	75	66	75		

Preliminary Role-play #1 Promotion				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain the role of promotion as a marketing function?	✓	100		
2. Identify types of public relations activities?	✓	100		
3. Identify communications channels used in public relations activities?	✓	80		
4. Explain the concept of market and market identification?	✓	100		
5. Explain factors that influence customer/client/business buying behavior?	✓	88		
6. Reason effectively and use systems thinking?	✓	90		
7. Make judgments and decisions, and solve problems?		41		
8. Communicate clearly?	✓	100		
9. Show evidence of creativity?	✓	100		
10. Overall impression and responses to the judge's questions	✓	87		

Preliminary Role-play #2 Entrepreneurship				
	Met Prof	Intl %ile	NV	BE ME EE
1. Describe legal issues affecting business?		39		
2. Determine feasibility of venture ideas?	✓	87		

Final Role-play Human Resources Management				
	Met Prof	Intl %ile	NV	BE ME EE
1. Discuss the nature of human resources management?	✓	100		
2. Explain factors to consider in determining a venture's human resources needs?	✓	100		
3. Explain considerations in making the decision to hire staff?	✓	100		
4. Determine hiring needs?	✓	100		
5. Foster \"right\" environment for employees?	✓	100		
6. Reason effectively and use systems thinking?	✓	100		
7. Make judgments and decisions, and solve problems?	✓	100		
8. Communicate clearly?	✓	100		
9. Show evidence of creativity?	✓	100		
10. 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.

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Preliminary Role-play #2 Entrepreneurship					
	Met Prof	Intl %ile	NV	BE	ME EE
3. Assess risks associated with venture?	✓	74	<div></div>	<div></div>	<div></div>
4. Use creative problem solving in business activities/decisions?	✓	72	<div></div>	<div></div>	<div></div>
5. Establish safety policies and procedures?		28	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		62	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?		65	<div></div>	<div></div>	<div></div>
8. Communicate clearly?		67	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	87	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions		9	<div></div>	<div></div>	<div></div>

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