

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	86	56			
Preliminary Case Study	96	98			
Final Case Study	95	100			
Overall	182	62			



Student: Christian Gnam
School: Crescent School
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	100	100	100		
Channel Management	83	100	85		
Communications	75	50	80		
Customer Relations	100	100	100		
Economics	40	25	50		
Emotional Intelligence	100	100	100		
Financial Analysis	100	100	100		
Information Management	75	66	80		
Market Planning	100	100	100		
Marketing	100	100	100		
Marketing-Information Management	78	71	76		
Operations	100	100	100		
Pricing	100	100	100		
Product/Service Management	84	50	81		
Professional Development	100	100	100		
Promotion	81	71	81		
Selling	87	66	88		

Preliminary Case Study Product/Service Management					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain the concept of product mix?	✓	90			
2. Describe the nature of product bundling?	✓	100			
3. Identify the impact of product life cycles on marketing decisions?	✓	90			
4. Describe factors used by marketers to position products/services?	✓	100			
5. Explain factors affecting pricing decisions?	✓	100			
6. Explain company selling policies?	✓	90			
7. Determine factors affecting business risk?	✓	100			
8. Reason effectively and use systems thinking?	✓	83			
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 Information Management					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Discuss the nature of information management?	✓	100			
2. Assess information needs?	✓	83			
3. Draw conclusions based on information analysis?	✓	80			
4. Apply information to accomplish a task?	✓	83			
5. Explain the role of ethics in information management?	✓	100			
6. Describe the role of technology in product/service management?	✓	80			
7. "Sell" ideas to others?	✓	100			
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			

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.