

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	89	53			
Preliminary Case Study	95	92			
Final Case Study	89	84			
Overall	184	55			



Student: Adam Dorfman
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	80	75	80		
Customer Relations	91	100	90		
Economics	66	50	71		
Emotional Intelligence	88	66	85		
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	92	75	90		
Pricing	100	100	100		
Product/Service Management	87	66	88		
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.