Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	85	84			
Preliminary Role-play #1	98	96			
Preliminary Role-play #2	73	53			
Final Role-play	81	93			
Overall	256	81			

DECA™

2018 International Career Development Conference

Student:	Anik Babul
School:	TMS School
Association:	Ontario
Competitive Event:	Business Service Marketing Series

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	50	50	66	
Channel Management	83	100	85	
Communications	100	100	100	
Customer Relations	100	100	100	
Economics	80	66	80	
Emotional Intelligence	87	66	83	
Financial Analysis	80	66	80	
Information Management	75	100	80	
Market Planning	100	100	100	
Marketing	100	100	100	
Marketing-Information Management	71	40	66	
Operations	80	50	80	
Pricing	100	100	100	
Product/Service Management	100	100	100	
Professional Development	80	66	80	
Promotion	81	75	77	
Selling	87	66	85	

Preliminary Role-play #1
Customer Relations

	Met Prof	Intl %ile	NV BE ME EE
1. Communicate core values of a product/service?	✓	98	
2. Determine ways of reinforcing the company's image through employee performance?	✓	100	
3. Develop rapport with customers?	✓	98	
4. Handle customer/client complaints?	✓	84	
5. Discuss actions employees can take to achieve the company's desired results?	✓	98	
6. Reason effectively and use systems thinking?	✓	82	
7. Make judgments and decisions, and solve problems?	✓	87	
8. Communicate clearly?	✓	91	
9. Show evidence of creativity?		62	
10. Overall impression and responses to the judge's questions	✓	97	

Final Role-play
Marketing-Information Management

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the role of customer service as a component of selling relationships?	✓	66	
2. Identify data monitored for marketing decision making?	✓	85	
3. Describe data collection methods?	✓	83	
4. Leverage data to support real-time customization of customer interactions?	✓	85	
5. Explain the nature of effective communications?	✓	83	
6. Reason effectively and use systems thinking?		66	
7. Make judgments and decisions, and solve problems?		66	
8. Communicate clearly?	✓	100	
9. Show evidence of creativity?	✓	100	
10. Overall impression and responses to the judge's questions		66	

Preliminary Role-play #2
Marketing

	Met Prof	Intl %ile	NV BE ME EE
1. Identify a product/service's competitive advantage?		50	
2. Explain the selling process?	✓	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.

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	85	84			
Preliminary Role-play #1	98	96			
Preliminary Role-play #2	73	53			
Final Role-play	81	93			
Overall	256	81			

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Student: Anik Babul
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Preliminary Role-play #2
Marketing

	Met Prof	Intl %ile	NV BE ME EE
3. Explain factors that influence customer/client/business buying behavior?	✓	66	
4. Discuss actions employees can take to achieve the company's desired results?		15	
5. Demonstrate connections between company actions and results?	✓	58	
6. Reason effectively and use systems thinking?		72	
7. Make judgments and decisions, and solve problems?		51	
8. Communicate clearly?		42	
9. Show evidence of creativity?		30	
10. Overall impression and responses to the judge's questions		27	

Key: NED = Not enough data, NV = No value, BE = Below Expectations, ME = Meets Expectations, EE = Exceeds Expectations

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