Category	Normal score	International			
		%ile	low	mid	high
Comprehensive Exam	79	39			
Preliminary Case Study	77	58			
Overall	156	34			

DECA™

2018 International Career Development Conference

Student: Sam Lampert
School: Lawrence Park CI
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	58	20	54	
Economics	83	75	85	
Emotional Intelligence	77	33	71	
Financial Analysis	75	33	75	
Human Resources Management	100	100	100	
Information Management	73	57	69	
Market Planning	100	100	100	
Marketing	100	100	100	
Operations	78	25	72	
Pricing	100	100	100	
Product/Service Management	75	33	77	
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?		55	
3. Identify factors associated with positive customer experiences?		50	
4. Anticipate unspoken customer needs?	✓	66	
5. Explain factors that motivate people to choose a hospitality and tourism site?		55	
6. Explain the nature of product/service branding?	✓	66	
7. Explain the concept of market and market identification?	✓	70	
8. Reason effectively and use systems thinking?	✓	100	
9. Make judgments and decisions, and solve problems?	✓	83	
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.