

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	81	73	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	96	92	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	82	68	<div></div>	<div></div>	<div></div>
Overall	259	84	<div></div>	<div></div>	<div></div>



Student: Kerry Zheng
School: Glenforest SS
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	<div></div>	<div></div>
Channel Management	66	66	71	<div></div>	<div></div>
Communications	100	100	100	<div></div>	<div></div>
Customer Relations	100	100	100	<div></div>	<div></div>
Economics	40	33	40	<div></div>	<div></div>
Emotional Intelligence	87	66	83	<div></div>	<div></div>
Financial Analysis	60	33	60	<div></div>	<div></div>
Information Management	75	100	80	<div></div>	<div></div>
Market Planning	100	100	100	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Marketing-Information Management	64	20	58	<div></div>	<div></div>
Operations	100	100	100	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	100	100	100	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	81	75	77	<div></div>	<div></div>
Selling	75	33	71	<div></div>	<div></div>

Preliminary Role-play #1 Customer Relations				
	Met Prof	Intl %ile	NV	BE ME EE
1. Communicate core values of a product/service?	✓	79	<div></div>	<div></div>
2. Determine ways of reinforcing the company's image through employee performance?	✓	82	<div></div>	<div></div>
3. Develop rapport with customers?	✓	70	<div></div>	<div></div>
4. Handle customer/client complaints?	✓	75	<div></div>	<div></div>
5. Discuss actions employees can take to achieve the company's desired results?	✓	73	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	76	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	80	<div></div>	<div></div>
8. Communicate clearly?	✓	88	<div></div>	<div></div>
9. Show evidence of creativity?	✓	88	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions		58	<div></div>	<div></div>

Preliminary Role-play #2 Marketing				
	Met Prof	Intl %ile	NV	BE ME EE
1. Identify a product/service's competitive advantage?	✓	87	<div></div>	<div></div>
2. Explain the selling process?	✓	93	<div></div>	<div></div>

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 Marketing					
	Met Prof	Intl %ile	NV	BE	ME EE
3. Explain factors that influence customer/client/business buying behavior?	✓	78	<div></div>	<div></div>	<div></div>
4. Discuss actions employees can take to achieve the company's desired results?	✓	75	<div></div>	<div></div>	<div></div>
5. Demonstrate connections between company actions and results?	✓	67	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	80	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	76	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	97	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		64	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	83	<div></div>	<div></div>	<div></div>

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