Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	89	94			
Preliminary Role-play #1	98	96			
Preliminary Role-play #2	100	100			
Final Role-play	91	58			
Overall	287	100			

DECA

2018 International Career Development Conference

Student:	Keshav Chawla
School:	Markville HS
Association:	Ontario
Competitive Event:	Retail Merchandising Series

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	100	100	100	
Channel Management	66	50	71	
Communications	100	100	100	
Customer Relations	100	100	100	
Economics	100	100	100	
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	60	72	
Operations	100	100	100	
Pricing	100	100	100	
Product/Service Management	84	33	80	
Professional Development	100	100	100	
Promotion	81	75	77	
Selling	87	66	85	

Preliminary Role-play #1
Emotional Intelligence

	Met Prof	Intl %ile	NV BE ME EE
1. Identify career opportunities in retailing?	✓	86	
2. Discuss the impact of a nation's unemployment rate?	✓	85	
3. Motivate team members?	✓	94	
4. Recognize/reward others for their efforts and contributions?	✓	90	
5. Develop an achievement orientation?	✓	87	
6. Reason effectively and use systems thinking?	✓	87	
7. Make judgments and decisions, and solve problems?	✓	94	
8. Communicate clearly?	✓	83	
9. Show evidence of creativity?	✓	84	
10. Overall impression and responses to the judge's questions		44	

Preliminary Role-play #2
Market Planning

	Met Prof	Intl %ile	NV BE ME EE
1. Identify components of a retail image?	✓	85	
2. Explain the nature of marketing plans?	✓	89	
3. Explain the concept of market and market identification?	✓	85	
4. Explain the concept of marketing strategies?	✓	81	

Final Role-play
Economics

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the relationship between customer service and distribution?	✓	50	
2. Resolve problems with incoming shipments?	✓	60	
3. Identify factors affecting a business's profit?	✓	50	
4. Determine factors affecting business risk?	✓	75	
5. Explain the concept of competition?	✓	75	
6. Reason effectively and use systems thinking?	✓	100	
7. Make judgments and decisions, and solve problems?	✓	100	
8. Communicate clearly?	✓	100	
9. Show evidence of creativity?	✓	100	
10. Overall impression and responses to the judge's questions	✓	66	

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	89	94			
Preliminary Role-play #1	98	96			
Preliminary Role-play #2	100	100			
Final Role-play	91	58			
Overall	287	100			

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2018 International Career Development Conference

Preliminary Role-play #2
Market Planning

	Met Prof	Intl %ile	NV BE ME EE
5. Explain key factors in building a clientele?	✓	82	
6. Reason effectively and use systems thinking?	✓	91	
7. Make judgments and decisions, and solve problems?	✓	86	
8. Communicate clearly?	✓	93	
9. Show evidence of creativity?	✓	83	
10. Overall impression and responses to the judge's questions	✓	94	

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.