Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	83	84			
Preliminary Role-play #1	87	65			
Preliminary Role-play #2	97	94			
Overall	267	86			

DECA

2018 International Career Development Conference

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Association: Ontario
Competitive Event: Automotive Services Marketing Series

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	100	100	100	
Channel Management	66	66	83	
Communications	100	100	100	
Customer Relations	50	50	66	
Economics	60	50	66	
Emotional Intelligence	87	66	85	
Financial Analysis	100	100	100	
Information Management	75	100	80	
Market Planning	100	100	100	
Marketing	100	100	100	
Marketing-Information Management	71	60	66	
Operations	100	100	100	
Pricing	100	100	100	
Product/Service Management	84	66	84	
Professional Development	80	100	80	
Promotion	72	75	72	
Selling	100	100	100	

Preliminary Role-play #1
Product/Service Management

	Met Prof	Intl %ile	NV BE ME EE
1. Generate product ideas?	✓	84	
2. Develop positioning concept for a new product idea?	✓	85	
3. Describe factors used by marketers to position products/services?	✓	98	
4. Describe the role of customer voice in branding?	✓	94	
5. Explain the concept of marketing strategies?	✓	100	
6. Reason effectively and use systems thinking?		40	
7. Make judgments and decisions, and solve problems?	✓	88	
8. Communicate clearly?	✓	73	
9. Show evidence of creativity?		38	
10. Overall impression and responses to the judge's questions	✓	75	

Preliminary Role-play #2
Selling

	Met Prof	Intl %ile	NV BE ME EE
1. Describe the use of technology in the selling function?	✓	96	
2. Explain the role of customer service as a component of selling relationships?	✓	85	
3. Discuss motivational theories that impact buying behavior?	✓	93	

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
Selling

	Met Prof	Intl %ile	NV	BE	ME	EE
4. Identify a product/service's competitive advantage?	✓	66				
5. Demonstrate a customer service mindset?	✓	87				
6. Reason effectively and use systems thinking?	✓	100				
7. Make judgments and decisions, and solve problems?		53				
8. Communicate clearly?	✓	96				
9. Show evidence of creativity?	✓	96				
10. Overall impression and responses to the judge's questions		53				

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

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