

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	84	83	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	88	82	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	91	83	<div></div>	<div></div>	<div></div>
Overall	263	87	<div></div>	<div></div>	<div></div>



Student: Mahima Siali
School: Mississauga SS
Association: Ontario
Competitive Event: Food Marketing Series

Comprehensive Exam Marketing Career Cluster Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	100	100	100	<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	60	33	60	<div></div>	<div></div>
Emotional Intelligence	100	100	100	<div></div>	<div></div>
Financial Analysis	100	100	100	<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	78	100	75	<div></div>	<div></div>
Operations	80	50	80	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	84	33	80	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	81	75	80	<div></div>	<div></div>
Selling	62	33	50	<div></div>	<div></div>

Preliminary Role-play #1 Marketing				
	Met Prof	Intl %ile	NV	BE ME EE
1. Describe marketing functions and related activities?		38	<div></div>	<div></div>
2. Explain factors that influence customer/client/business buying behavior?		51	<div></div>	<div></div>
3. Demonstrate connections between company actions and results?		55	<div></div>	<div></div>
4. "Sell" ideas to others?		47	<div></div>	<div></div>
5. Assess product packaging requirements?	✓	61	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	80	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	77	<div></div>	<div></div>
8. Communicate clearly?	✓	75	<div></div>	<div></div>
9. Show evidence of creativity?	✓	83	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	80	<div></div>	<div></div>

Preliminary Role-play #2 Promotion				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain types of advertising media?	✓	75	<div></div>	<div></div>
2. Explain the components of advertisements?	✓	78	<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 Promotion					
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3. Explain the importance of coordinating elements in advertisements?	✓	75	<div></div>	<div></div>	<div></div>
4. Explain the nature of product/service branding?	✓	76	<div></div>	<div></div>	<div></div>
5. Identify a product/service's competitive advantage?	✓	54	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		50	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?		56	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	82	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	80	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions		52	<div></div>	<div></div>	<div></div>

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