

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	86	81	<div></div>	<div></div>	<div></div>
Preliminary Interview	81	75	<div></div>	<div></div>	<div></div>
Final Interview	67	31	<div></div>	<div></div>	<div></div>
Overall	167	82	<div></div>	<div></div>	<div></div>



**Student:** Thomas Li  
**School:** London Central SS  
**Association:** Ontario  
**Competitive Event:** Principles of Marketing

Comprehensive Exam Business Administration Core Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	100	100	100	<div></div>	<div></div>
Communications	100	100	100	<div></div>	<div></div>
Customer Relations	100	100	100	<div></div>	<div></div>
Economics	84	50	81	<div></div>	<div></div>
Emotional Intelligence	78	25	66	<div></div>	<div></div>
Entrepreneurship	100	100	100	<div></div>	<div></div>
Financial Analysis	61	25	66	<div></div>	<div></div>
Human Resources Management	100	100	100	<div></div>	<div></div>
Information Management	90	66	87	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Operations	90	100	88	<div></div>	<div></div>
Professional Development	88	50	87	<div></div>	<div></div>
Strategic Management	100	100	100	<div></div>	<div></div>

Preliminary Interview Marketing					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Describe marketing functions and related activities?	✓	97	<div></div>	<div></div>	<div></div>
2. Explain factors that influence customer/client/business buying behavior?	✓	96	<div></div>	<div></div>	<div></div>
3. Discuss actions employees can take to achieve the company's desired results?	✓	92	<div></div>	<div></div>	<div></div>
4. Demonstrate connections between company actions and results?	✓	89	<div></div>	<div></div>	<div></div>
5. Reason effectively and use systems thinking?	✓	67	<div></div>	<div></div>	<div></div>
6. Communicate clearly?	✓	91	<div></div>	<div></div>	<div></div>
7. Show evidence of creativity?		62	<div></div>	<div></div>	<div></div>
8. Overall impression and responses to the judge's questions		2	<div></div>	<div></div>	<div></div>

Final Interview Emotional Intelligence					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain the nature of effective communications?		16	<div></div>	<div></div>	<div></div>
2. Solicit feedback?		40	<div></div>	<div></div>	<div></div>
3. Use social media to solicit new ideas and solutions?	✓	50	<div></div>	<div></div>	<div></div>
4. Recognize/reward others for their efforts and contributions?	✓	60	<div></div>	<div></div>	<div></div>
5. Reason effectively and use systems thinking?	✓	66	<div></div>	<div></div>	<div></div>
6. Communicate clearly?		33	<div></div>	<div></div>	<div></div>
7. Show evidence of creativity?	✓	75	<div></div>	<div></div>	<div></div>
8. Overall impression and responses to the judge's questions		33	<div></div>	<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.