

| Category                 | Normal score | International %ile | low         | mid         | high        |
|--------------------------|--------------|--------------------|-------------|-------------|-------------|
| Comprehensive Exam       | 87           | 92                 | <div></div> | <div></div> | <div></div> |
| Preliminary Role-play #1 | 85           | 72                 | <div></div> | <div></div> | <div></div> |
| Preliminary Role-play #2 | 100          | 100                | <div></div> | <div></div> | <div></div> |
| Final Role-play          | 84           | 65                 | <div></div> | <div></div> | <div></div> |
| Overall                  | 272          | 93                 | <div></div> | <div></div> | <div></div> |



**Student:** Alvin Lee  
**School:** Thornhill SS  
**Association:** Ontario  
**Competitive Event:** Sports and Entertainment Marketing Series

| Comprehensive Exam<br>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        | 50      | 71        | <div></div> | <div></div> |
| Communications                                      | 75        | 50      | 75        | <div></div> | <div></div> |
| Customer Relations                                  | 100       | 100     | 100       | <div></div> | <div></div> |
| Economics   | 80        | 66      | 80        | <div></div> | <div></div> |
| Emotional Intelligence                              | 100       | 100     | 100       | <div></div> | <div></div> |
| Financial Analysis                                  | 60        | 33      | 60        | <div></div> | <div></div> |
| Information Management                              | 100       | 100     | 100       | <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        | 60      | 76        | <div></div> | <div></div> |
| Operations  | 100       | 100     | 100       | <div></div> | <div></div> |
| Pricing   | 66        | 50      | 75        | <div></div> | <div></div> |
| Product/Service Management                          | 92        | 66      | 88        | <div></div> | <div></div> |
| Professional Development                            | 100       | 100     | 100       | <div></div> | <div></div> |
| Promotion   | 90        | 100     | 100       | <div></div> | <div></div> |
| Selling   | 87        | 66      | 85        | <div></div> | <div></div> |

| Preliminary Role-play #1<br>Selling  |          |           |             |             |             |
|--|----------|-----------|-------------|-------------|-------------|
|  | Met Prof | Intl %ile | NV          | BE          | ME EE       |
| 1. Explain key factors in building a clientele?                                  | ✓        | 98        | <div></div> | <div></div> | <div></div> |
| 2. Explain the role of customer service as a component of selling relationships? | ✓        | 74        | <div></div> | <div></div> | <div></div> |
| 3. Discuss motivational theories that impact buying behavior?                    | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 4. Explain the concept of product mix?   | ✓        | 89        | <div></div> | <div></div> | <div></div> |
| 5. Communicate core values of a product/service?                                 | ✓        | 92        | <div></div> | <div></div> | <div></div> |
| 6. Reason effectively and use systems thinking?                                  | ✓        | 87        | <div></div> | <div></div> | <div></div> |
| 7. Make judgments and decisions, and solve problems?                             | ✓        | 81        | <div></div> | <div></div> | <div></div> |
| 8. Communicate clearly?  |          | 53        | <div></div> | <div></div> | <div></div> |
| 9. Show evidence of creativity?  |          | 17        | <div></div> | <div></div> | <div></div> |
| 10. Overall impression and responses to the judge's questions                    | ✓        | 81        | <div></div> | <div></div> | <div></div> |

| Final Role-play<br>Emotional Intelligence                            |          |           |             |             |             |
|--|----------|-----------|-------------|-------------|-------------|
|  | Met Prof | Intl %ile | NV          | BE          | ME EE       |
| 1. Analyze the impact of technology on marketing?                    | ✓        | 57        | <div></div> | <div></div> | <div></div> |
| 2. Describe factors used by marketers to position products/services? | ✓        | 57        | <div></div> | <div></div> | <div></div> |
| 3. Explain reasons for ethical dilemmas?                             | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 4. Recognize and respond to ethical dilemmas?                        | ✓        | 66        | <div></div> | <div></div> | <div></div> |
| 5. Explain ethical considerations in providing information?          | ✓        | 66        | <div></div> | <div></div> | <div></div> |
| 6. Reason effectively and use systems thinking?                      | ✓        | 66        | <div></div> | <div></div> | <div></div> |
| 7. Make judgments and decisions, and solve problems?                 | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 8. Communicate clearly?  | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 9. Show evidence of creativity?                                      |          | 50        | <div></div> | <div></div> | <div></div> |
| 10. Overall impression and responses to the judge's questions        |          | 60        | <div></div> | <div></div> | <div></div> |

| Preliminary Role-play #2<br>Product/Service Management               |          |           |             |             |             |
|--|----------|-----------|-------------|-------------|-------------|
|  | Met Prof | Intl %ile | NV          | BE          | ME EE       |
| 1. Explain the concept of product mix?                               | ✓        | 92        | <div></div> | <div></div> | <div></div> |
| 2. Describe factors used by businesses to position corporate brands? | ✓        | 100       | <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.

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| Preliminary Role-play #2<br>Product/Service Management        |          |           |             |             |             |
|---|----------|-----------|-------------|-------------|-------------|
|   | Met Prof | Intl %ile | NV          | BE          | ME EE       |
| 3. Describe the role of customer voice in branding?           | ✓        | 100       | <div></div> | <div></div> | <div></div> |
| 4. Explain business ethics in product/service management?     | ✓        | 93        | <div></div> | <div></div> | <div></div> |
| 5. Coordinate activities in the promotional mix?              | ✓        | 98        | <div></div> | <div></div> | <div></div> |
| 6. Reason effectively and use systems thinking?               | ✓        | 94        | <div></div> | <div></div> | <div></div> |
| 7. Make judgments and decisions, and solve problems?          | ✓        | 88        | <div></div> | <div></div> | <div></div> |
| 8. Communicate clearly?                                       | ✓        | 83        | <div></div> | <div></div> | <div></div> |
| 9. Show evidence of creativity?                               | ✓        | 77        | <div></div> | <div></div> | <div></div> |
| 10. Overall impression and responses to the judge's questions | ✓        | 87        | <div></div> | <div></div> | <div></div> |

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