

| Category | Normal score | International %ile | low | mid | high |
|------------------------|--------------|--------------------|-------------|-------------|-------------|
| Comprehensive Exam | 89 | 53 | <div></div> | <div></div> | <div></div> |
| Preliminary Case Study | 33 | 5 | <div></div> | | |
| Overall | 122 | 11 | <div></div> | <div></div> | |



Student: Iris Wu
School: AY Jackson SS
Association: Ontario
Competitive Event: Hospitality Services Team Decision Making

| Comprehensive Exam Hospitality and Tourism Career Cluster Exam | | | | | |
|---|-----------|---------|-----------|-------------|-------------|
| | Raw Score | ON %ile | Intl %ile | low | mid high |
| Business Law | 100 | 100 | 100 | <div></div> | <div></div> |
| Communication Skills | 100 | 100 | 100 | <div></div> | <div></div> |
| Customer Relations | 91 | 100 | 90 | <div></div> | <div></div> |
| Economics | 66 | 50 | 71 | <div></div> | <div></div> |
| Emotional Intelligence | 77 | 33 | 71 | <div></div> | <div></div> |
| Financial Analysis | 87 | 66 | 87 | <div></div> | <div></div> |
| Human Resources Management | 100 | 100 | 100 | <div></div> | <div></div> |
| Information Management | 93 | 100 | 92 | <div></div> | <div></div> |
| Market Planning | 100 | 100 | 100 | <div></div> | <div></div> |
| Marketing | 100 | 100 | 100 | <div></div> | <div></div> |
| Operations | 100 | 100 | 100 | <div></div> | <div></div> |
| Pricing | 100 | 100 | 100 | <div></div> | <div></div> |
| Product/Service Management | 75 | 33 | 77 | <div></div> | <div></div> |
| Professional Development | 100 | 100 | 100 | <div></div> | <div></div> |
| Promotion | 100 | 100 | 100 | <div></div> | <div></div> |
| Quality Management | 0 | 50 | 50 | | |
| Risk Management | 100 | 100 | 100 | <div></div> | <div></div> |
| Selling | 75 | 50 | 80 | <div></div> | <div></div> |

| Preliminary Case Study Customer Relations | | | | | |
|--|----------|-----------|-------------|-------------|-------------|
| | Met Prof | Intl %ile | NV | BE | ME EE |
| 1. Identify a company's brand promise? | | 33 | <div></div> | <div></div> | |
| 2. Differentiate between offering services and offering products in hospitality and tourism? | | 33 | <div></div> | <div></div> | |
| 3. Identify factors associated with positive customer experiences? | | 12 | <div></div> | | |
| 4. Anticipate unspoken customer needs? | | 11 | <div></div> | | |
| 5. Explain factors that motivate people to choose a hospitality and tourism site? | | 11 | <div></div> | | |
| 6. Explain the nature of product/service branding? | | 22 | <div></div> | <div></div> | |
| 7. Explain the concept of market and market identification? | | 10 | <div></div> | | |
| 8. Reason effectively and use systems thinking? | | 50 | <div></div> | <div></div> | <div></div> |
| 9. Make judgments and decisions, and solve problems? | | 33 | <div></div> | <div></div> | |
| 10. Communicate clearly and show evidence of collaboration? | | 50 | <div></div> | <div></div> | <div></div> |
| 11. Show evidence of creativity? | | 50 | <div></div> | <div></div> | <div></div> |
| 12. Overall impression and responses to the judge's questions | | 60 | <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.