

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	87	76	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	69	43	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	82	68	<div></div>	<div></div>	<div></div>
Overall	238	59	<div></div>	<div></div>	<div></div>



Student: Natalie Enriquez-Birch
School: Weston Ci
Association: Ontario
Competitive Event: Hotel and Lodging Management Series

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	80	100	75	<div></div>	<div></div>
Customer Relations	91	75	87	<div></div>	<div></div>
Economics	83	100	83	<div></div>	<div></div>
Emotional Intelligence	88	50	83	<div></div>	<div></div>
Financial Analysis	87	50	83	<div></div>	<div></div>
Human Resources Management	100	100	100	<div></div>	<div></div>
Information Management	73	40	70	<div></div>	<div></div>
Market Planning	100	100	100	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Operations	85	33	66	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	87	66	80	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	100	100	100	<div></div>	<div></div>
Quality Management	100	100	100	<div></div>	<div></div>
Risk Management	100	100	100	<div></div>	<div></div>
Selling	75	100	80	<div></div>	<div></div>

Preliminary Role-play #1 Product/Service Management				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain the concept of product in the hospitality and tourism industry?	✓	63	<div></div>	<div></div>
2. Explain the nature of product/service branding?	✓	63	<div></div>	<div></div>
3. Identify a product/service's competitive advantage?	✓	60	<div></div>	<div></div>
4. Identify ways to segment hospitality and tourism markets?	✓	84	<div></div>	<div></div>
5. Specify a standard rate?		41	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		69	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?		74	<div></div>	<div></div>
8. Communicate clearly?	✓	100	<div></div>	<div></div>
9. Show evidence of creativity?	✓	100	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions		66	<div></div>	<div></div>

Preliminary Role-play #2 Marketing				
	Met Prof	Intl %ile	NV	BE ME EE
1. Differentiate between service marketing and product marketing?	✓	78	<div></div>	<div></div>
2. Explain factors that influence customer/client/business buying behavior?	✓	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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Comprehensive Exam	87	76	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Preliminary Role-play #1	69	43	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Preliminary Role-play #2	82	68	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Overall	238	59	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>



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Preliminary Role-play #2 Marketing					
	Met Prof	Intl %ile	NV	BE	ME EE
3. Demonstrate connections between company actions and results?	✓	78	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
4. Explain promotional methods used by the hospitality and tourism industry?	✓	88	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
5. Explain the use of referrals among independently owned facilities?	✓	77	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
6. Reason effectively and use systems thinking?	✓	100	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
7. Make judgments and decisions, and solve problems?	✓	100	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
8. Communicate clearly?	✓	73	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
9. Show evidence of creativity?	✓	89	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
10. Overall impression and responses to the judge's questions	✓	85	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>

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