

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	86	90	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	95	86	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	94	85	<div></div>	<div></div>	<div></div>
Final Role-play	62	35	<div></div>	<div></div>	
Overall	275	95	<div></div>	<div></div>	<div></div>



Student: Hansen Liu
School: Northern SS
Association: Ontario
Competitive Event: Automotive Services Marketing Series

Comprehensive Exam Marketing Career Cluster Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	50	50	66	<div></div>	
Channel Management	66	66	83	<div></div>	
Communications	100	100	100	<div></div>	
Customer Relations	100	100	100	<div></div>	
Economics	80	100	83	<div></div>	
Emotional Intelligence	87	66	85	<div></div>	
Financial Analysis	80	66	83	<div></div>	
Information Management	75	100	80	<div></div>	
Market Planning	100	100	100	<div></div>	
Marketing	100	100	100	<div></div>	
Marketing-Information Management	92	100	91	<div></div>	
Operations	100	100	100	<div></div>	
Pricing	100	100	100	<div></div>	
Product/Service Management	84	66	84	<div></div>	
Professional Development	80	100	80	<div></div>	
Promotion	72	75	72	<div></div>	
Selling	100	100	100	<div></div>	

Preliminary Role-play #1 Product/Service Management					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Generate product ideas?	✓	54	<div></div>	<div></div>	<div></div>
2. Develop positioning concept for a new product idea?	✓	59	<div></div>	<div></div>	<div></div>
3. Describe factors used by marketers to position products/services?	✓	80	<div></div>	<div></div>	<div></div>
4. Describe the role of customer voice in branding?	✓	96	<div></div>	<div></div>	<div></div>
5. Explain the concept of marketing strategies?	✓	83	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		45	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?		40	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	91	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		35	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	91	<div></div>	<div></div>	<div></div>

Final Role-play Economics					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain the concept of productivity?	✓	71	<div></div>	<div></div>	<div></div>
2. Determine factors affecting business risk?		25	<div></div>	<div></div>	<div></div>
3. Explain the nature of business ethics?	✓	80	<div></div>	<div></div>	<div></div>
4. Explain factors affecting pricing decisions?		40	<div></div>	<div></div>	<div></div>
5. Communicate core values of product/service?		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?		25	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	80	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		20	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions		50	<div></div>	<div></div>	<div></div>

Preliminary Role-play #2 Selling					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Describe the use of technology in the selling function?	✓	100	<div></div>	<div></div>	<div></div>
2. Explain the role of customer service as a component of selling relationships?	✓	95	<div></div>	<div></div>	<div></div>
3. Discuss motivational theories that impact buying behavior?	✓	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.

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	86	90	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	95	86	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	94	85	<div></div>	<div></div>	<div></div>
Final Role-play	62	35	<div></div>	<div></div>	
Overall	275	95	<div></div>	<div></div>	<div></div>



Student: Hansen Liu
School: Northern SS
Association: Ontario
Competitive Event: Automotive Services Marketing Series

Preliminary Role-play #2 Selling					
	Met Prof	Intl %ile	NV	BE	ME EE
4. Identify a product/service's competitive advantage?	✓	85	<div></div>	<div></div>	<div></div>
5. Demonstrate a customer service mindset?	✓	48	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	86	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	76	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	76	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	82	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	88	<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.