

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	88	80			
Preliminary Role-play #1	90	81			
Preliminary Role-play #2	96	92			
Final Role-play	61	55			
Overall	274	95			



Student: Michal Moshkovich
School: WL Mackenzie 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		
Communication Skills	80	100	75		
Customer Relations	91	75	87		
Economics	83	100	83		
Emotional Intelligence	100	100	100		
Financial Analysis	87	50	83		
Human Resources Management	100	100	100		
Information Management	80	60	80		
Market Planning	100	100	100		
Marketing	100	100	100		
Operations	100	100	100		
Pricing	100	100	100		
Product/Service Management	62	33	40		
Professional Development	100	100	100		
Promotion	100	100	100		
Quality Management	0	50	50		
Risk Management	100	100	100		
Selling	75	100	80		

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?	✓	88			
2. Explain the nature of product/service branding?	✓	97			
3. Identify a product/service's competitive advantage?	✓	98			
4. Identify ways to segment hospitality and tourism markets?	✓	100			
5. Specify a standard rate?	✓	73			
6. Reason effectively and use systems thinking?	✓	100			
7. Make judgments and decisions, and solve problems?	✓	80			
8. Communicate clearly?	✓	91			
9. Show evidence of creativity?		76			
10. Overall impression and responses to the judge's questions	✓	80			

Preliminary Role-play #2 Marketing					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Differentiate between service marketing and product marketing?	✓	85			
2. Explain factors that influence customer/client/business buying behavior?	✓	92			

Final Role-play Operations					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain how frequency schedules are determined for guestroom cleaning?	✓	70			
2. Explain the role of ethics in operations?	✓	66			
3. Explain security considerations in the hospitality and tourism industry?		55			
4. Interpret business policies to customers/clients?		60			
5. Choose and use an appropriate channel for workplace communication?		37			
6. Reason effectively and use systems thinking?		50			
7. Make judgments and decisions, and solve problems?		57			
8. Communicate clearly?		50			
9. Show evidence of creativity?		50			
10. Overall impression and responses to the judge's questions		60			

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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Overall	274	95	<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?	✓	100	<div></div>	<div></div>	<div></div>
4. Explain promotional methods used by the hospitality and tourism industry?	✓	83	<div></div>	<div></div>	<div></div>
5. Explain the use of referrals among independently owned facilities?	✓	88	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	100	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	94	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	79	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	92	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	82	<div></div>	<div></div>	<div></div>

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