

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	83	82	<div></div>	<div></div>	<div></div>
Preliminary Oral Presentation	89	78	<div></div>	<div></div>	<div></div>
Overall	172	83	<div></div>	<div></div>	<div></div>



Student: Cynthia Deng
School: Earl Haig SS
Association: Ontario
Competitive Event: Professional Selling Event

Comprehensive Exam 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	100	71	<div></div>	<div></div>
Communications	75	66	66	<div></div>	<div></div>
Customer Relations	50	50	50	<div></div>	<div></div>
Economics	40	25	50	<div></div>	<div></div>
Emotional Intelligence	100	100	100	<div></div>	<div></div>
Financial Analysis	80	66	80	<div></div>	<div></div>
Information Management	75	100	75	<div></div>	<div></div>
Market Planning	100	100	100	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Marketing-Information Management	71	66	63	<div></div>	<div></div>
Operations	100	100	100	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	100	100	100	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	81	66	80	<div></div>	<div></div>
Selling	75	33	75	<div></div>	<div></div>

Preliminary Oral Presentation				
	Met Prof	Intl %ile	NV	BE ME EE
1. Presented an effective and engaging opening	✓	63	<div></div>	<div></div>
2. Established relationship with customer/client		51	<div></div>	<div></div>
3. Communicated understanding of customer/client needs	✓	63	<div></div>	<div></div>
4. Facilitated customer/client buying decisions		27	<div></div>	<div></div>
5. Recommended specific product(s)/service(s)/action(s)		32	<div></div>	<div></div>
6. Demonstrated or explained product(s)/service(s)/action(s)	✓	85	<div></div>	<div></div>
7. Properly stated features and benefits of product(s)/service(s)/action(s)	✓	74	<div></div>	<div></div>
8. Prescribed solution to customer/client needs	✓	69	<div></div>	<div></div>
9. Effectively answered customer/client questions and concerns	✓	67	<div></div>	<div></div>
10. Effectively closed the sale or ended the consultation	✓	87	<div></div>	<div></div>
11. The presentation was well-organized and clearly presented; used professional grammar and vocabulary; voice conveyed proper volume, enthusiasm, enunciation and pronunciation	✓	78	<div></div>	<div></div>
12. Professional appearance, poise and confidence	✓	88	<div></div>	<div></div>
13. Overall general impression		41	<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.