

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	75	62	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	99	98	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	100	100	<div></div>	<div></div>	<div></div>
Final Role-play	61	23	<div></div>	<div></div>	
Overall	274	94	<div></div>	<div></div>	<div></div>



Student: Oscar Chong
School: WL Mackenzie CI
Association: Ontario
Competitive Event: Apparel and Accessories 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	71	<div></div>	
Communications	100	100	100	<div></div>	
Customer Relations	50	50	66	<div></div>	
Economics	60	33	66	<div></div>	
Emotional Intelligence	75	33	71	<div></div>	
Financial Analysis	60	33	60	<div></div>	
Information Management	75	100	80	<div></div>	
Market Planning	75	66	80	<div></div>	
Marketing	100	100	100	<div></div>	
Marketing-Information Management	57	25	45	<div></div>	
Operations	100	100	100	<div></div>	
Pricing	100	100	100	<div></div>	
Product/Service Management	84	50	80	<div></div>	
Professional Development	100	100	100	<div></div>	
Promotion	72	40	70	<div></div>	
Selling	75	33	75	<div></div>	

Preliminary Role-play #1 Promotion					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Identify components of a retail image?	✓	92	<div></div>	<div></div>	<div></div>
2. Explain the nature of effective communications?	✓	94	<div></div>	<div></div>	<div></div>
3. Identify the elements of the promotional mix?	✓	94	<div></div>	<div></div>	<div></div>
4. Describe word-of-mouth channels used to communicate with targeted audience?	✓	100	<div></div>	<div></div>	<div></div>
5. Explain types of advertising media?	✓	90	<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?	✓	78	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	100	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	100	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	94	<div></div>	<div></div>	<div></div>

Final Role-play Product/Service Management					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain the nature of product/service branding?	✓	50	<div></div>	<div></div>	<div></div>
2. Describe factors used by marketers to position products/services?		14	<div></div>	<div></div>	
3. Identify components of a retail image?		50	<div></div>	<div></div>	<div></div>
4. Explain the relationship between customer service and distribution?		50	<div></div>	<div></div>	<div></div>
5. Determine factors affecting business risk?		14	<div></div>	<div></div>	
6. Reason effectively and use systems thinking?		66	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?		50	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	66	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	80	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions		66	<div></div>	<div></div>	<div></div>

Preliminary Role-play #2 Marketing-Information Management					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Describe the need for marketing data?	✓	86	<div></div>	<div></div>	<div></div>
2. Identify information monitored for marketing decision making?	✓	91	<div></div>	<div></div>	<div></div>
3. Discuss the nature of sampling plans?	✓	84	<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.

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4. Scan the marketplace to identify factors that could influence merchandising decisions?	✓	92	<div></div>	<div></div>	<div></div>
5. Explain the role of situation analysis in the marketing planning process?	✓	89	<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?	✓	96	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	96	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	97	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	96	<div></div>	<div></div>	<div></div>

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