Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	83	45			
Preliminary Case Study	85	73			
Overall	168	44			

DECA™

2018 International Career Development Conference

Student: William Wen
School: University of Toronto Schools
Association: Ontario
Competitive Event: Hospitality Services Team Decision Making

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	75	80	
Customer Relations	75	60	72	
Economics	83	75	85	
Emotional Intelligence	88	66	85	
Financial Analysis	87	66	87	
Human Resources Management	100	100	100	
Information Management	60	28	53	
Market Planning	100	100	100	
Marketing	100	100	100	
Operations	92	75	90	
Pricing	100	100	100	
Product/Service Management	87	66	88	
Professional Development	100	100	100	
Promotion	100	100	100	
Quality Management	0	50	50	
Risk Management	100	100	100	
Selling	75	50	80	

Preliminary Case Study
Customer Relations

	Met Prof	Intl %ile	NV BE ME EE
1. Identify a company's brand promise?	✓	77	
2. Differentiate between offering services and offering products in hospitality and tourism?	✓	77	
3. Identify factors associated with positive customer experiences?	✓	62	
4. Anticipate unspoken customer needs?	✓	88	
5. Explain factors that motivate people to choose a hospitality and tourism site?	✓	88	
6. Explain the nature of product/service branding?	✓	77	
7. Explain the concept of market and market identification?	✓	100	
8. Reason effectively and use systems thinking?	✓	100	
9. Make judgments and decisions, and solve problems?	✓	83	
10. Communicate clearly and show evidence of collaboration?	✓	83	
11. Show evidence of creativity?		66	
12. Overall impression and responses to the judge's questions	✓	100	

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.