Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	88	95			
Preliminary Role-play #1	99	98			
Preliminary Role-play #2	83	72			
Final Role-play	87	73			
Overall	270	91			

DECA™

2018 International Career Development Conference

Student: Denesh Peramakumar
School: WL Mackenzie CI
Association: Ontario
Competitive Event: Sports and Entertainment Marketing Series

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	50	66	66	
Channel Management	83	100	85	
Communications	100	100	100	
Customer Relations	100	100	100	
Economics	100	100	100	
Emotional Intelligence	100	100	100	
Financial Analysis	100	100	100	
Information Management	100	100	100	
Market Planning	75	66	80	
Marketing	100	100	100	
Marketing-Information Management	85	80	84	
Operations	80	50	83	
Pricing	100	100	100	
Product/Service Management	84	33	77	
Professional Development	100	100	100	
Promotion	81	75	90	
Selling	75	33	71	

Preliminary Role-play #1
Selling

	Met Prof	Intl %ile	NV BE ME EE
1. Explain key factors in building a clientele?	✓	100	
2. Explain the role of customer service as a component of selling relationships?	✓	100	
3. Discuss motivational theories that impact buying behavior?	✓	100	
4. Explain the concept of product mix?	✓	100	
5. Communicate core values of a product/service?	✓	100	
6. Reason effectively and use systems thinking?	✓	100	
7. Make judgments and decisions, and solve problems?	✓	100	
8. Communicate clearly?	✓	76	
9. Show evidence of creativity?	✓	82	
10. Overall impression and responses to the judge's questions	✓	100	

Final Role-play
Emotional Intelligence

	Met Prof	Intl %ile	NV BE ME EE
1. Analyze the impact of technology on marketing?	✓	85	
2. Describe factors used by marketers to position products/services?	✓	71	
3. Explain reasons for ethical dilemmas?	✓	85	
4. Recognize and respond to ethical dilemmas?	✓	66	
5. Explain ethical considerations in providing information?	✓	50	
6. Reason effectively and use systems thinking?	✓	100	
7. Make judgments and decisions, and solve problems?	✓	100	
8. Communicate clearly?		60	
9. Show evidence of creativity?		66	
10. Overall impression and responses to the judge's questions	✓	100	

Preliminary Role-play #2
Product/Service Management

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the concept of product mix?	✓	100	
2. Describe factors used by businesses to position corporate brands?	✓	62	

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	88	95			
Preliminary Role-play #1	99	98			
Preliminary Role-play #2	83	72			
Final Role-play	87	73			
Overall	270	91			

DECA™

2018 International Career
Development Conference

Student: Denesh Peramakumar
School: WL Mackenzie CI
Association: Ontario
Competitive Event: Sports and Entertainment Marketing Series

Preliminary Role-play #2
Product/Service Management

	Met Prof	Intl %ile	NV	BE	ME	EE
3. Describe the role of customer voice in branding?	✓	72				
4. Explain business ethics in product/service management?	✓	58				
5. Coordinate activities in the promotional mix?	✓	96				
6. Reason effectively and use systems thinking?		35				
7. Make judgments and decisions, and solve problems?		76				
8. Communicate clearly?		60				
9. Show evidence of creativity?		25				
10. Overall impression and responses to the judge's questions		70				

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.