Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	84	53			
Preliminary Case Study	87	82			
Final Case Study	90	90			
Overall	171	56			

DECA™

2018 International Career Development Conference

Student:	Evelyn Ku
School:	Glenforest SS
Association:	Ontario
Competitive Event:	Buying and Merchandising Team Decision Making

Comprehensive Exam
Marketing Career Cluster Exam

	Raw Score	ON %ile	Intl %ile	low mid high
Business Law	100	100	100	
Channel Management	66	80	71	
Communications	75	50	80	
Customer Relations	50	50	66	
Economics	80	75	83	
Emotional Intelligence	100	100	100	
Financial Analysis	80	66	80	
Information Management	50	33	60	
Market Planning	100	100	100	
Marketing	100	100	100	
Marketing-Information Management	71	57	69	
Operations	80	66	80	
Pricing	100	100	100	
Product/Service Management	100	100	100	
Professional Development	80	66	83	
Promotion	90	85	90	
Selling	87	66	88	

Preliminary Case Study
Product/Service Management

	Met Prof	Intl %ile	NV BE ME EE
1. Explain the concept of product mix?	✓	90	
2. Describe the nature of product bundling?	✓	90	
3. Identify the impact of product life cycles on marketing decisions?	✓	90	
4. Describe factors used by marketers to position products/services?	✓	70	
5. Explain factors affecting pricing decisions?	✓	90	
6. Explain company selling policies?	✓	100	
7. Determine factors affecting business risk?	✓	66	
8. Reason effectively and use systems thinking?	✓	100	
9. Make judgments and decisions, and solve problems?	✓	100	
10. Communicate clearly and show evidence of collaboration?	✓	85	
11. Show evidence of creativity?	✓	83	
12. Overall impression and responses to the judge's questions	✓	83	

Final Case Study
Information Management

	Met Prof	Intl %ile	NV BE ME EE
1. Discuss the nature of information management?	✓	100	
2. Assess information needs?	✓	100	
3. Draw conclusions based on information analysis?	✓	80	
4. Apply information to accomplish a task?	✓	100	
5. Explain the role of ethics in information management?	✓	100	
6. Describe the role of technology in product/service management?	✓	80	
7. \"Sell\" ideas to others?	✓	66	
8. Reason effectively and use systems thinking?	✓	100	
9. Make judgments and decisions, and solve problems?	✓	75	
10. Communicate clearly and show evidence of collaboration?	✓	80	
11. Show evidence of creativity?	✓	75	
12. Overall impression and responses to the judge's questions	✓	75	

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.