

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	78	68	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	80	67	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	89	83	<div></div>	<div></div>	<div></div>
Overall	247	79	<div></div>	<div></div>	<div></div>



**Student:** Ananya Vishwanath  
**School:** WL Mackenzie CI  
**Association:** Ontario  
**Competitive Event:** Entrepreneurship Series

Comprehensive Exam Entrepreneurship and Small Business Management Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	100	100	100	<div></div>	<div></div>
Channel Management	100	100	100	<div></div>	<div></div>
Communications	0	50	50		
Customer Relations	0	50	50		
Economics	50	50	50	<div></div>	<div></div>
Emotional Intelligence	100	100	100	<div></div>	<div></div>
Entrepreneurship	92	80	90	<div></div>	<div></div>
Financial Analysis	63	50	66	<div></div>	<div></div>
Human Resources Management	100	100	100	<div></div>	<div></div>
Information Management	50	66	66	<div></div>	<div></div>
Market Planning	100	100	100	<div></div>	<div></div>
Marketing	0	50	50		
Marketing-Information Management	50	50	66	<div></div>	<div></div>
Operations	80	60	66	<div></div>	<div></div>
Pricing	50	50	66	<div></div>	<div></div>
Product/Service Management	100	100	100	<div></div>	<div></div>
Professional Development	50	33	60	<div></div>	<div></div>
Promotion	85	100	80	<div></div>	<div></div>
Quality Management	0	50	50		
Risk Management	75	50	75	<div></div>	<div></div>
Selling	100	100	100	<div></div>	<div></div>
Strategic Management	75	66	75	<div></div>	<div></div>

Preliminary Role-play #1 Promotion				
	Met Prof	Intl %ile	NV	BE ME EE
1. Explain the role of promotion as a marketing function?	✓	91	<div></div>	<div></div>
2. Identify types of public relations activities?	✓	88	<div></div>	<div></div>
3. Identify communications channels used in public relations activities?	✓	77	<div></div>	<div></div>
4. Explain the concept of market and market identification?	✓	66	<div></div>	<div></div>
5. Explain factors that influence customer/client/business buying behavior?	✓	82	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		75	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?		73	<div></div>	<div></div>
8. Communicate clearly?	✓	73	<div></div>	<div></div>
9. Show evidence of creativity?		63	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions		62	<div></div>	<div></div>

Preliminary Role-play #2 Entrepreneurship				
	Met Prof	Intl %ile	NV	BE ME EE
1. Describe legal issues affecting business?	✓	79	<div></div>	<div></div>
2. Determine feasibility of venture ideas?	✓	96	<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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Preliminary Role-play #2 Entrepreneurship					
	Met Prof	Intl %ile	NV	BE	ME EE
3. Assess risks associated with venture?	✓	67	<div></div>	<div></div>	<div></div>
4. Use creative problem solving in business activities/decisions?	✓	71	<div></div>	<div></div>	<div></div>
5. Establish safety policies and procedures?	✓	69	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	88	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	94	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	100	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		69	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	100	<div></div>	<div></div>	<div></div>

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