

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	92	100	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	87	75	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	94	89	<div></div>	<div></div>	<div></div>
Final Role-play	92	66	<div></div>	<div></div>	<div></div>
Overall	273	93	<div></div>	<div></div>	<div></div>



Student:	Kevin Jain
School:	Richmond Hill HS
Association:	Ontario
Competitive Event:	Retail Merchandising Series

Comprehensive Exam Marketing Career Cluster Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	50	50	66	<div></div>	<div></div>
Channel Management	83	100	85	<div></div>	<div></div>
Communications	100	100	100	<div></div>	<div></div>
Customer Relations	100	100	100	<div></div>	<div></div>
Economics	80	66	80	<div></div>	<div></div>
Emotional Intelligence	100	100	100	<div></div>	<div></div>
Financial Analysis	100	100	100	<div></div>	<div></div>
Information Management	100	100	100	<div></div>	<div></div>
Market Planning	100	100	100	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Marketing-Information Management	85	80	81	<div></div>	<div></div>
Operations	80	50	75	<div></div>	<div></div>
Pricing	66	50	75	<div></div>	<div></div>
Product/Service Management	100	100	100	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	90	100	88	<div></div>	<div></div>
Selling	100	100	100	<div></div>	<div></div>

Preliminary Role-play #1 Emotional Intelligence					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Identify career opportunities in retailing?	✓	70	<div></div>	<div></div>	<div></div>
2. Discuss the impact of a nation's unemployment rate?	✓	80	<div></div>	<div></div>	<div></div>
3. Motivate team members?	✓	78	<div></div>	<div></div>	<div></div>
4. Recognize/reward others for their efforts and contributions?	✓	93	<div></div>	<div></div>	<div></div>
5. Develop an achievement orientation?	✓	79	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	75	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	76	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	74	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	81	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	82	<div></div>	<div></div>	<div></div>

Preliminary Role-play #2 Market Planning					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Identify components of a retail image?	✓	90	<div></div>	<div></div>	<div></div>
2. Explain the nature of marketing plans?	✓	100	<div></div>	<div></div>	<div></div>
3. Explain the concept of market and market identification?	✓	100	<div></div>	<div></div>	<div></div>
4. Explain the concept of marketing strategies?	✓	93	<div></div>	<div></div>	<div></div>

Final Role-play Economics					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain the relationship between customer service and distribution?	✓	75	<div></div>	<div></div>	<div></div>
2. Resolve problems with incoming shipments?	✓	80	<div></div>	<div></div>	<div></div>
3. Identify factors affecting a business's profit?	✓	75	<div></div>	<div></div>	<div></div>
4. Determine factors affecting business risk?	✓	75	<div></div>	<div></div>	<div></div>
5. Explain the concept of competition?	✓	50	<div></div>	<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?	✓	100	<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	✓	66	<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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Preliminary Role-play #2 Market Planning					
	Met Prof	Intl %ile	NV	BE	ME EE
5. Explain key factors in building a clientele?	✓	91	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	94	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	72	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	96	<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		43	<div></div>	<div></div>	<div></div>

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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.