

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	84	51	<div></div>	<div></div>	<div></div>
Preliminary Case Study	74	52	<div></div>	<div></div>	<div></div>
Overall	158	40	<div></div>	<div></div>	<div></div>



**Student:** Eric Zhai  
**School:** The Woodlands School  
**Association:** Ontario  
**Competitive Event:** Entrepreneurship Team Decision Making

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	100	100	100	<div></div>	<div></div>
Customer Relations	0	50	50		
Economics	100	100	100	<div></div>	<div></div>
Emotional Intelligence	100	100	100	<div></div>	<div></div>
Entrepreneurship	92	100	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	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	100	100	100	<div></div>	<div></div>
Operations	80	60	76	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	100	100	100	<div></div>	<div></div>
Professional Development	25	25	40	<div></div>	
Promotion	100	100	100	<div></div>	<div></div>
Quality Management	0	50	50		
Risk Management	50	33	60	<div></div>	<div></div>
Selling	100	100	100	<div></div>	<div></div>
Strategic Management	87	75	87	<div></div>	<div></div>

Preliminary Case Study Market Planning					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Develop marketing plan?	✓	57	<div></div>	<div></div>	<div></div>
2. Set marketing goals and objectives?	✓	62	<div></div>	<div></div>	<div></div>
3. Explain the concept of marketing strategies?	✓	62	<div></div>	<div></div>	<div></div>
4. Explain the concept of market and market identification?	✓	66	<div></div>	<div></div>	<div></div>
5. Build corporate brand?	✓	66	<div></div>	<div></div>	<div></div>
6. Explain the role of promotion as a marketing function?	✓	66	<div></div>	<div></div>	<div></div>
7. Explain factors that influence customer/client/business buying behavior?	✓	66	<div></div>	<div></div>	<div></div>
8. Reason effectively and use systems thinking?	✓	80	<div></div>	<div></div>	<div></div>
9. Make judgments and decisions, and solve problems?	✓	75	<div></div>	<div></div>	<div></div>
10. Communicate clearly and show evidence of collaboration?	✓	80	<div></div>	<div></div>	<div></div>
11. Show evidence of creativity?	✓	80	<div></div>	<div></div>	<div></div>
12. Overall impression and responses to the judge's questions	✓	80	<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.