

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	77	44	<div></div>	<div></div>	<div></div>
Preliminary Case Study	73	55	<div></div>	<div></div>	<div></div>
Overall	150	41	<div></div>	<div></div>	<div></div>



Student: Lily Tao
School: Markville HS
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	<div></div>	<div></div>
Channel Management	33	40	42	<div></div>	<div></div>
Communications	75	50	80	<div></div>	<div></div>
Customer Relations	50	50	66	<div></div>	<div></div>
Economics	60	50	66	<div></div>	<div></div>
Emotional Intelligence	75	33	66	<div></div>	<div></div>
Financial Analysis	100	100	100	<div></div>	<div></div>
Information Management	75	66	80	<div></div>	<div></div>
Market Planning	75	50	80	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Marketing-Information Management	85	85	84	<div></div>	<div></div>
Operations	80	66	80	<div></div>	<div></div>
Pricing	66	50	75	<div></div>	<div></div>
Product/Service Management	84	50	81	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	54	28	54	<div></div>	<div></div>
Selling	100	100	100	<div></div>	<div></div>

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