

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	84	53	<div></div>	<div></div>	<div></div>
Preliminary Case Study	60	32	<div></div>	<div></div>	
Overall	144	37	<div></div>	<div></div>	<div></div>



Student: Josh Zwiebel
School: Tanenbaum CHAT Wallenberg
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	66	80	71	<div></div>	<div></div>
Communications	75	50	80	<div></div>	<div></div>
Customer Relations	100	100	100	<div></div>	<div></div>
Economics	80	75	83	<div></div>	<div></div>
Emotional Intelligence	87	66	83	<div></div>	<div></div>
Financial Analysis	80	66	80	<div></div>	<div></div>
Information Management	75	66	80	<div></div>	<div></div>
Market Planning	100	100	100	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Marketing-Information Management	64	42	61	<div></div>	<div></div>
Operations	100	100	100	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	100	100	100	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	81	71	81	<div></div>	<div></div>
Selling	75	33	77	<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?		50	<div></div>	<div></div>	<div></div>
2. Describe the nature of product bundling?		60	<div></div>	<div></div>	<div></div>
3. Identify the impact of product life cycles on marketing decisions?		50	<div></div>	<div></div>	<div></div>
4. Describe factors used by marketers to position products/services?		60	<div></div>	<div></div>	<div></div>
5. Explain factors affecting pricing decisions?		60	<div></div>	<div></div>	<div></div>
6. Explain company selling policies?		60	<div></div>	<div></div>	<div></div>
7. Determine factors affecting business risk?	✓	66	<div></div>	<div></div>	<div></div>
8. Reason effectively and use systems thinking?		66	<div></div>	<div></div>	<div></div>
9. Make judgments and decisions, and solve problems?		57	<div></div>	<div></div>	<div></div>
10. Communicate clearly and show evidence of collaboration?		71	<div></div>	<div></div>	<div></div>
11. Show evidence of creativity?		66	<div></div>	<div></div>	<div></div>
12. 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.