

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	85	87	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	94	88	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	98	96	<div></div>	<div></div>	<div></div>
Final Role-play	86	41	<div></div>	<div></div>	<div></div>
Overall	277	96	<div></div>	<div></div>	<div></div>



**Student:** Cecilia Xia  
**School:** Bayview SS  
**Association:** Ontario  
**Competitive Event:** Retail Merchandising Series

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	50	71	<div></div>	<div></div>
Communications	100	100	100	<div></div>	<div></div>
Customer Relations	100	100	100	<div></div>	<div></div>
Economics	60	33	60	<div></div>	<div></div>
Emotional Intelligence	100	100	100	<div></div>	<div></div>
Financial Analysis	80	66	80	<div></div>	<div></div>
Information Management	50	33	60	<div></div>	<div></div>
Market Planning	75	50	75	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Marketing-Information Management	78	60	72	<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	80	50	80	<div></div>	<div></div>
Promotion	81	75	77	<div></div>	<div></div>
Selling	87	66	85	<div></div>	<div></div>

Preliminary Role-play #1 Emotional Intelligence					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Identify career opportunities in retailing?	✓	68	<div></div>	<div></div>	<div></div>
2. Discuss the impact of a nation's unemployment rate?		35	<div></div>	<div></div>	<div></div>
3. Motivate team members?	✓	84	<div></div>	<div></div>	<div></div>
4. Recognize/reward others for their efforts and contributions?	✓	86	<div></div>	<div></div>	<div></div>
5. Develop an achievement orientation?	✓	90	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		46	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	88	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	100	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?		60	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	100	<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?	✓	92	<div></div>	<div></div>	<div></div>
2. Explain the nature of marketing plans?	✓	87	<div></div>	<div></div>	<div></div>
3. Explain the concept of market and market identification?	✓	96	<div></div>	<div></div>	<div></div>
4. Explain the concept of marketing strategies?	✓	89	<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?	✓	50	<div></div>	<div></div>	<div></div>
2. Resolve problems with incoming shipments?	✓	60	<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?	✓	50	<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?	✓	66	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	100	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	66	<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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<b>Student:</b>	Cecilia Xia
<b>School:</b>	Bayview SS
<b>Association:</b>	Ontario
<b>Competitive Event:</b>	Retail Merchandising Series

Preliminary Role-play #2 Market Planning					
	Met Prof	Intl %ile	NV	BE	ME EE
5. Explain key factors in building a clientele?	✓	84	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	86	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	80	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	89	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	86	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	97	<div></div>	<div></div>	<div></div>

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