

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	76	43	<div></div>	<div></div>	<div></div>
Preliminary Case Study	90	88	<div></div>	<div></div>	<div></div>
Final Case Study	78	50	<div></div>	<div></div>	<div></div>
Overall	166	52	<div></div>	<div></div>	<div></div>



Student: Anjing Li
School: Marc Garneau CI
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	50	50	66	<div></div>	
Channel Management	66	80	71	<div></div>	
Communications	75	50	80	<div></div>	
Customer Relations	50	50	66	<div></div>	
Economics	40	25	50	<div></div>	
Emotional Intelligence	87	66	83	<div></div>	
Financial Analysis	100	100	100	<div></div>	
Information Management	75	66	80	<div></div>	
Market Planning	100	100	100	<div></div>	
Marketing	100	100	100	<div></div>	
Marketing-Information Management	57	28	53	<div></div>	
Operations	80	66	80	<div></div>	
Pricing	100	100	100	<div></div>	
Product/Service Management	76	25	72	<div></div>	
Professional Development	80	66	83	<div></div>	
Promotion	81	71	81	<div></div>	
Selling	87	66	88	<div></div>	

Preliminary Case Study Product/Service Management					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain the concept of product mix?	✓	90	<div></div>	<div></div>	<div></div>
2. Describe the nature of product bundling?	✓	90	<div></div>	<div></div>	<div></div>
3. Identify the impact of product life cycles on marketing decisions?	✓	90	<div></div>	<div></div>	<div></div>
4. Describe factors used by marketers to position products/services?	✓	90	<div></div>	<div></div>	<div></div>
5. Explain factors affecting pricing decisions?	✓	80	<div></div>	<div></div>	<div></div>
6. Explain company selling policies?	✓	90	<div></div>	<div></div>	<div></div>
7. Determine factors affecting business risk?	✓	88	<div></div>	<div></div>	<div></div>
8. Reason effectively and use systems thinking?	✓	83	<div></div>	<div></div>	<div></div>
9. Make judgments and decisions, and solve problems?	✓	100	<div></div>	<div></div>	<div></div>
10. Communicate clearly and show evidence of collaboration?	✓	85	<div></div>	<div></div>	<div></div>
11. Show evidence of creativity?	✓	100	<div></div>	<div></div>	<div></div>
12. Overall impression and responses to the judge's questions	✓	100	<div></div>	<div></div>	<div></div>

Final Case Study Information Management					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Discuss the nature of information management?		40	<div></div>	<div></div>	<div></div>
2. Assess information needs?	✓	100	<div></div>	<div></div>	<div></div>
3. Draw conclusions based on information analysis?	✓	100	<div></div>	<div></div>	<div></div>
4. Apply information to accomplish a task?	✓	83	<div></div>	<div></div>	<div></div>
5. Explain the role of ethics in information management?	✓	66	<div></div>	<div></div>	<div></div>
6. Describe the role of technology in product/service management?	✓	100	<div></div>	<div></div>	<div></div>
7. "Sell" ideas to others?		33	<div></div>	<div></div>	<div></div>
8. Reason effectively and use systems thinking?	✓	75	<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?		20	<div></div>	<div></div>	<div></div>
11. Show evidence of creativity?	✓	75	<div></div>	<div></div>	<div></div>
12. Overall impression and responses to the judge's questions		25	<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.