

| Category | Normal score | International %ile | low | mid | high |
|--------------------------|--------------|--------------------|-------------|-------------|-------------|
| Comprehensive Exam | 90 | 95 | <div></div> | <div></div> | <div></div> |
| Preliminary Role-play #1 | 67 | 50 | <div></div> | <div></div> | <div></div> |
| Preliminary Role-play #2 | 80 | 64 | <div></div> | <div></div> | <div></div> |
| Overall | 237 | 61 | <div></div> | <div></div> | <div></div> |



Student: YuAn Chen
School: John Fraser SS
Association: Ontario
Competitive Event: Food Marketing 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 | 66 | 71 | <div></div> | <div></div> |
| Communications | 100 | 100 | 100 | <div></div> | <div></div> |
| Customer Relations | 100 | 100 | 100 | <div></div> | <div></div> |
| Economics | 100 | 100 | 100 | <div></div> | <div></div> |
| Emotional Intelligence | 100 | 100 | 100 | <div></div> | <div></div> |
| Financial Analysis | 100 | 100 | 100 | <div></div> | <div></div> |
| Information Management | 75 | 100 | 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 | 78 | 100 | 75 | <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 | 66 | 80 | <div></div> | <div></div> |
| Promotion | 81 | 75 | 80 | <div></div> | <div></div> |
| Selling | 100 | 100 | 100 | <div></div> | <div></div> |

| Preliminary Role-play #1 Marketing | | | | | |
|---|----------|-----------|-------------|-------------|-------------|
| | Met Prof | Intl %ile | NV | BE | ME EE |
| 1. Describe marketing functions and related activities? | | 37 | <div></div> | <div></div> | <div></div> |
| 2. Explain factors that influence customer/client/business buying behavior? | | 37 | <div></div> | <div></div> | <div></div> |
| 3. Demonstrate connections between company actions and results? | | 39 | <div></div> | <div></div> | <div></div> |
| 4. "Sell" ideas to others? | | 23 | <div></div> | <div></div> | <div></div> |
| 5. Assess product packaging requirements? | | 31 | <div></div> | <div></div> | <div></div> |
| 6. Reason effectively and use systems thinking? | | 22 | <div></div> | <div></div> | <div></div> |
| 7. Make judgments and decisions, and solve problems? | | 28 | <div></div> | <div></div> | <div></div> |
| 8. Communicate clearly? | | 67 | <div></div> | <div></div> | <div></div> |
| 9. Show evidence of creativity? | ✓ | 100 | <div></div> | <div></div> | <div></div> |
| 10. Overall impression and responses to the judge's questions | ✓ | 85 | <div></div> | <div></div> | <div></div> |

| Preliminary Role-play #2 Promotion | | | | | |
|--|----------|-----------|-------------|-------------|-------------|
| | Met Prof | Intl %ile | NV | BE | ME EE |
| 1. Explain types of advertising media? | ✓ | 91 | <div></div> | <div></div> | <div></div> |
| 2. Explain the components of advertisements? | ✓ | 83 | <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.

| Category | Normal score | International %ile | low | mid | high |
|--------------------------|--------------|--------------------|-------------|-------------|-------------|
| Comprehensive Exam | 90 | 95 | <div></div> | <div></div> | <div></div> |
| Preliminary Role-play #1 | 67 | 50 | <div></div> | <div></div> | <div></div> |
| Preliminary Role-play #2 | 80 | 64 | <div></div> | <div></div> | <div></div> |
| Overall | 237 | 61 | <div></div> | <div></div> | <div></div> |



Student: YuAn Chen
School: John Fraser SS
Association: Ontario
Competitive Event: Food Marketing Series

| Preliminary Role-play #2 Promotion | | | | | |
|---|----------|-----------|-------------|-------------|-------------|
| | Met Prof | Intl %ile | NV | BE | ME EE |
| 3. Explain the importance of coordinating elements in advertisements? | ✓ | 77 | <div></div> | <div></div> | <div></div> |
| 4. Explain the nature of product/service branding? | | 53 | <div></div> | <div></div> | <div></div> |
| 5. Identify a product/service's competitive advantage? | ✓ | 100 | <div></div> | <div></div> | <div></div> |
| 6. Reason effectively and use systems thinking? | ✓ | 79 | <div></div> | <div></div> | <div></div> |
| 7. Make judgments and decisions, and solve problems? | | 59 | <div></div> | <div></div> | <div></div> |
| 8. Communicate clearly? | | 55 | <div></div> | <div></div> | <div></div> |
| 9. Show evidence of creativity? | ✓ | 93 | <div></div> | <div></div> | <div></div> |
| 10. Overall impression and responses to the judge's questions | | 41 | <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.