

| Category | Normal score | International %ile | low | mid | high |
|--------------------------|--------------|--------------------|-------------|-------------|-------------|
| Comprehensive Exam | 78 | 72 | <div></div> | <div></div> | <div></div> |
| Preliminary Role-play #1 | 86 | 63 | <div></div> | <div></div> | <div></div> |
| Preliminary Role-play #2 | 95 | 88 | <div></div> | <div></div> | <div></div> |
| Overall | 259 | 75 | <div></div> | <div></div> | <div></div> |



Student: Muhammad Arif
School: Sinclair SS
Association: Ontario
Competitive Event: Automotive Services 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 | 83 | <div></div> | <div></div> |
| Communications | 75 | 50 | 75 | <div></div> | <div></div> |
| Customer Relations | 100 | 100 | 100 | <div></div> | <div></div> |
| Economics | 60 | 50 | 66 | <div></div> | <div></div> |
| Emotional Intelligence | 75 | 33 | 71 | <div></div> | <div></div> |
| Financial Analysis | 100 | 100 | 100 | <div></div> | <div></div> |
| Information Management | 50 | 50 | 60 | <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 | 80 | 75 | <div></div> | <div></div> |
| Operations | 80 | 50 | 83 | <div></div> | <div></div> |
| Pricing | 100 | 100 | 100 | <div></div> | <div></div> |
| Product/Service Management | 84 | 66 | 84 | <div></div> | <div></div> |
| Professional Development | 80 | 100 | 80 | <div></div> | <div></div> |
| Promotion | 72 | 75 | 72 | <div></div> | <div></div> |
| Selling | 75 | 33 | 75 | <div></div> | <div></div> |

| Preliminary Role-play #1 Product/Service Management | | | | |
|--|----------|-----------|-------------|-------------|
| | Met Prof | Intl %ile | NV | BE ME EE |
| 1. Generate product ideas? | ✓ | 23 | <div></div> | <div></div> |
| 2. Develop positioning concept for a new product idea? | ✓ | 24 | <div></div> | <div></div> |
| 3. Describe factors used by marketers to position products/services? | ✓ | 96 | <div></div> | <div></div> |
| 4. Describe the role of customer voice in branding? | ✓ | 100 | <div></div> | <div></div> |
| 5. Explain the concept of marketing strategies? | ✓ | 100 | <div></div> | <div></div> |
| 6. Reason effectively and use systems thinking? | ✓ | 90 | <div></div> | <div></div> |
| 7. Make judgments and decisions, and solve problems? | ✓ | 84 | <div></div> | <div></div> |
| 8. Communicate clearly? | ✓ | 100 | <div></div> | <div></div> |
| 9. Show evidence of creativity? | ✓ | 77 | <div></div> | <div></div> |
| 10. Overall impression and responses to the judge's questions | ✓ | 100 | <div></div> | <div></div> |

| Preliminary Role-play #2 Selling | | | | |
|--|----------|-----------|-------------|-------------|
| | Met Prof | Intl %ile | NV | BE ME EE |
| 1. Describe the use of technology in the selling function? | ✓ | 90 | <div></div> | <div></div> |
| 2. Explain the role of customer service as a component of selling relationships? | ✓ | 73 | <div></div> | <div></div> |
| 3. Discuss motivational theories that impact buying behavior? | ✓ | 80 | <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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| Preliminary Role-play #2 Selling | | | | | |
|---|----------|-----------|-------------|-------------|-------------|
| | Met Prof | Intl %ile | NV | BE | ME EE |
| 4. Identify a product/service's competitive advantage? | ✓ | 89 | <div></div> | <div></div> | <div></div> |
| 5. Demonstrate a customer service mindset? | ✓ | 68 | <div></div> | <div></div> | <div></div> |
| 6. Reason effectively and use systems thinking? | | 60 | <div></div> | <div></div> | <div></div> |
| 7. Make judgments and decisions, and solve problems? | | 57 | <div></div> | <div></div> | <div></div> |
| 8. Communicate clearly? | ✓ | 80 | <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 | ✓ | 84 | <div></div> | <div></div> | <div></div> |

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