

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	75	65	<div></div>	<div></div>	<div></div>
Preliminary Role-play #1	97	92	<div></div>	<div></div>	<div></div>
Preliminary Role-play #2	98	97	<div></div>	<div></div>	<div></div>
Final Role-play	75	70	<div></div>	<div></div>	<div></div>
Overall	270	88	<div></div>	<div></div>	<div></div>



Student: Hannah Mabee
School: WL Mackenzie CI
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	83	100	100	<div></div>	<div></div>
Communications	75	50	75	<div></div>	<div></div>
Customer Relations	50	50	66	<div></div>	<div></div>
Economics	80	100	83	<div></div>	<div></div>
Emotional Intelligence	75	33	71	<div></div>	<div></div>
Financial Analysis	60	33	66	<div></div>	<div></div>
Information Management	75	100	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	40	58	<div></div>	<div></div>
Operations	100	100	100	<div></div>	<div></div>
Pricing	66	50	75	<div></div>	<div></div>
Product/Service Management	76	33	76	<div></div>	<div></div>
Professional Development	80	100	80	<div></div>	<div></div>
Promotion	63	50	63	<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?	✓	93	<div></div>	<div></div>	<div></div>
2. Develop positioning concept for a new product idea?	✓	97	<div></div>	<div></div>	<div></div>
3. Describe factors used by marketers to position products/services?	✓	74	<div></div>	<div></div>	<div></div>
4. Describe the role of customer voice in branding?	✓	100	<div></div>	<div></div>	<div></div>
5. Explain the concept of marketing strategies?	✓	97	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	72	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	100	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	86	<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	✓	100	<div></div>	<div></div>	<div></div>

Final Role-play Economics					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Explain the concept of productivity?		28	<div></div>	<div></div>	<div></div>
2. Determine factors affecting business risk?	✓	75	<div></div>	<div></div>	<div></div>
3. Explain the nature of business ethics?	✓	90	<div></div>	<div></div>	<div></div>
4. Explain factors affecting pricing decisions?	✓	60	<div></div>	<div></div>	<div></div>
5. Communicate core values of product/service?		54	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?		50	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	100	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	80	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	80	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	75	<div></div>	<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?	✓	84	<div></div>	<div></div>	<div></div>
2. Explain the role of customer service as a component of selling relationships?	✓	100	<div></div>	<div></div>	<div></div>
3. Discuss motivational theories that impact buying behavior?	✓	95	<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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4. Identify a product/service's competitive advantage?	✓	81	<div></div>	<div></div>	<div></div>
5. Demonstrate a customer service mindset?	✓	92	<div></div>	<div></div>	<div></div>
6. Reason effectively and use systems thinking?	✓	100	<div></div>	<div></div>	<div></div>
7. Make judgments and decisions, and solve problems?	✓	96	<div></div>	<div></div>	<div></div>
8. Communicate clearly?	✓	88	<div></div>	<div></div>	<div></div>
9. Show evidence of creativity?	✓	89	<div></div>	<div></div>	<div></div>
10. Overall impression and responses to the judge's questions	✓	92	<div></div>	<div></div>	<div></div>

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