

| Category               | Normal score | International %ile | low         | mid         | high        |
|------------------------|--------------|--------------------|-------------|-------------|-------------|
| Comprehensive Exam     | 86           | 49                 | <div></div> | <div></div> | <div></div> |
| Preliminary Case Study | 91           | 84                 | <div></div> | <div></div> | <div></div> |
| Final Case Study       | 79           | 57                 | <div></div> | <div></div> | <div></div> |
| Overall                | 177          | 51                 | <div></div> | <div></div> | <div></div> |



**Student:** Genevieve Norris-Roozmon  
**School:** WL Mackenzie CI  
**Association:** Ontario  
**Competitive Event:** Hospitality Services Team Decision Making

| Comprehensive Exam<br>Hospitality and Tourism Career Cluster Exam |           |         |           |              |
|---|-----------|---------|-----------|--------------|
|   | Raw Score | ON %ile | Intl %ile | low mid high |
| Business Law  | 33        | 33      | 50        | <div></div>  |
| Communication Skills  | 80        | 75      | 80        | <div></div>  |
| Customer Relations  | 83        | 80      | 81        | <div></div>  |
| Economics   | 66        | 50      | 71        | <div></div>  |
| Emotional Intelligence  | 88        | 66      | 85        | <div></div>  |
| Financial Analysis  | 100       | 100     | 100       | <div></div>  |
| Human Resources Management  | 100       | 100     | 100       | <div></div>  |
| Information Management  | 66        | 42      | 61        | <div></div>  |
| Market Planning   | 100       | 100     | 100       | <div></div>  |
| Marketing   | 100       | 100     | 100       | <div></div>  |
| Operations  | 100       | 100     | 100       | <div></div>  |
| Pricing   | 100       | 100     | 100       | <div></div>  |
| Product/Service Management  | 100       | 100     | 100       | <div></div>  |
| Professional Development  | 100       | 100     | 100       | <div></div>  |
| Promotion   | 100       | 100     | 100       | <div></div>  |
| Quality Management  | 100       | 100     | 100       | <div></div>  |
| Risk Management   | 100       | 100     | 100       | <div></div>  |
| Selling   | 75        | 50      | 80        | <div></div>  |

| Preliminary Case Study<br>Customer Relations   |          |           |             |          |
|--|----------|-----------|-------------|----------|
|  | Met Prof | Intl %ile | NV          | BE ME EE |
| 1. Identify a company's brand promise?   | ✓        | 100       | <div></div> |          |
| 2. Differentiate between offering services and offering products in hospitality and tourism? | ✓        | 88        | <div></div> |          |
| 3. Identify factors associated with positive customer experiences?                           | ✓        | 100       | <div></div> |          |
| 4. Anticipate unspoken customer needs?   | ✓        | 77        | <div></div> |          |
| 5. Explain factors that motivate people to choose a hospitality and tourism site?            | ✓        | 88        | <div></div> |          |
| 6. Explain the nature of product/service branding?   | ✓        | 88        | <div></div> |          |
| 7. Explain the concept of market and market identification?                                  | ✓        | 80        | <div></div> |          |
| 8. Reason effectively and use systems thinking?  | ✓        | 100       | <div></div> |          |
| 9. Make judgments and decisions, and solve problems?   | ✓        | 83        | <div></div> |          |
| 10. Communicate clearly and show evidence of collaboration?                                  | ✓        | 100       | <div></div> |          |
| 11. Show evidence of creativity?   | ✓        | 83        | <div></div> |          |
| 12. Overall impression and responses to the judge's questions                                | ✓        | 100       | <div></div> |          |

| Final Case Study<br>Marketing   |          |           |             |          |
|---|----------|-----------|-------------|----------|
|   | Met Prof | Intl %ile | NV          | BE ME EE |
| 1. Differentiate between service marketing and product marketing?               | ✓        | 66        | <div></div> |          |
| 2. Explain factors that influence customer/client/business buying behavior?     | ✓        | 60        | <div></div> |          |
| 3. Discuss actions employees can take to achieve the company's desired results? | ✓        | 40        | <div></div> |          |
| 4. Demonstrate connections between company actions and results?                 | ✓        | 50        | <div></div> |          |
| 5. Explain the concept of product mix?  | ✓        | 60        | <div></div> |          |
| 6. Explain promotional methods used by the hospitality and tourism industry?    | ✓        | 83        | <div></div> |          |
| 7. Recognize/reward others for their efforts and contributions?                 | ✓        | 66        | <div></div> |          |
| 8. Reason effectively and use systems thinking?                                 |          | 50        | <div></div> |          |
| 9. Make judgments and decisions, and solve problems?                            |          | 60        | <div></div> |          |
| 10. Communicate clearly and show evidence of collaboration?                     | ✓        | 100       | <div></div> |          |
| 11. Show evidence of creativity?  | ✓        | 80        | <div></div> |          |
| 12. Overall impression and responses to the judge's questions                   | ✓        | 100       | <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.