

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	87	50	<div></div>	<div></div>	<div></div>
Preliminary Case Study	85	73	<div></div>	<div></div>	<div></div>
Overall	172	47	<div></div>	<div></div>	<div></div>



**Student:** Alain Lou  
**School:** University of Toronto Schools  
**Association:** Ontario  
**Competitive Event:** Hospitality Services Team Decision Making

Comprehensive Exam Hospitality and Tourism Career Cluster Exam					
	Raw Score	ON %ile	Intl %ile	low	mid high
Business Law	100	100	100	<div></div>	<div></div>
Communication Skills	80	75	80	<div></div>	<div></div>
Customer Relations	75	60	72	<div></div>	<div></div>
Economics	66	50	71	<div></div>	<div></div>
Emotional Intelligence	77	33	71	<div></div>	<div></div>
Financial Analysis	100	100	100	<div></div>	<div></div>
Human Resources Management	100	100	100	<div></div>	<div></div>
Information Management	80	71	76	<div></div>	<div></div>
Market Planning	100	100	100	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Operations	85	50	81	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	100	100	100	<div></div>	<div></div>
Professional Development	100	100	100	<div></div>	<div></div>
Promotion	100	100	100	<div></div>	<div></div>
Quality Management	100	100	100	<div></div>	<div></div>
Risk Management	100	100	100	<div></div>	<div></div>
Selling	100	100	100	<div></div>	<div></div>

Preliminary Case Study Customer Relations					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Identify a company's brand promise?	✓	77	<div></div>	<div></div>	<div></div>
2. Differentiate between offering services and offering products in hospitality and tourism?	✓	77	<div></div>	<div></div>	<div></div>
3. Identify factors associated with positive customer experiences?	✓	62	<div></div>	<div></div>	<div></div>
4. Anticipate unspoken customer needs?	✓	88	<div></div>	<div></div>	<div></div>
5. Explain factors that motivate people to choose a hospitality and tourism site?	✓	88	<div></div>	<div></div>	<div></div>
6. Explain the nature of product/service branding?	✓	77	<div></div>	<div></div>	<div></div>
7. Explain the concept of market and market identification?	✓	100	<div></div>	<div></div>	<div></div>
8. Reason effectively and use systems thinking?	✓	100	<div></div>	<div></div>	<div></div>
9. Make judgments and decisions, and solve problems?	✓	83	<div></div>	<div></div>	<div></div>
10. Communicate clearly and show evidence of collaboration?	✓	83	<div></div>	<div></div>	<div></div>
11. Show evidence of creativity?		66	<div></div>	<div></div>	<div></div>
12. Overall impression and responses to the judge's questions	✓	100	<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.