

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	87	50	<div></div>	<div></div>	<div></div>
Preliminary Case Study	99	100	<div></div>	<div></div>	<div></div>
Final Case Study	71	21	<div></div>	<div></div>	<div></div>
Overall	186	57	<div></div>	<div></div>	<div></div>



Student: Emily Ma
School: Dr. Norman Bethune CI
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	100	100	100	<div></div>	<div></div>
Customer Relations	83	80	81	<div></div>	<div></div>
Economics	100	100	100	<div></div>	<div></div>
Emotional Intelligence	100	100	100	<div></div>	<div></div>
Financial Analysis	75	33	75	<div></div>	<div></div>
Human Resources Management	100	100	100	<div></div>	<div></div>
Information Management	86	85	84	<div></div>	<div></div>
Market Planning	100	100	100	<div></div>	<div></div>
Marketing	100	100	100	<div></div>	<div></div>
Operations	92	75	90	<div></div>	<div></div>
Pricing	100	100	100	<div></div>	<div></div>
Product/Service Management	75	33	77	<div></div>	<div></div>
Professional Development	57	25	62	<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	75	50	80	<div></div>	<div></div>

Preliminary Case Study Customer Relations					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Identify a company's brand promise?	✓	100	<div></div>	<div></div>	<div></div>
2. Differentiate between offering services and offering products in hospitality and tourism?	✓	100	<div></div>	<div></div>	<div></div>
3. Identify factors associated with positive customer experiences?	✓	100	<div></div>	<div></div>	<div></div>
4. Anticipate unspoken customer needs?	✓	100	<div></div>	<div></div>	<div></div>
5. Explain factors that motivate people to choose a hospitality and tourism site?	✓	100	<div></div>	<div></div>	<div></div>
6. Explain the nature of product/service branding?	✓	100	<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?	✓	100	<div></div>	<div></div>	<div></div>
10. Communicate clearly and show evidence of collaboration?	✓	100	<div></div>	<div></div>	<div></div>
11. Show evidence of creativity?	✓	100	<div></div>	<div></div>	<div></div>
12. Overall impression and responses to the judge's questions	✓	80	<div></div>	<div></div>	<div></div>

Final Case Study Marketing					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Differentiate between service marketing and product marketing?	✓	50	<div></div>	<div></div>	<div></div>
2. Explain factors that influence customer/client/business buying behavior?	✓	60	<div></div>	<div></div>	<div></div>
3. Discuss actions employees can take to achieve the company's desired results?	✓	40	<div></div>	<div></div>	<div></div>
4. Demonstrate connections between company actions and results?	✓	50	<div></div>	<div></div>	<div></div>
5. Explain the concept of product mix?	✓	80	<div></div>	<div></div>	<div></div>
6. Explain promotional methods used by the hospitality and tourism industry?	✓	50	<div></div>	<div></div>	<div></div>
7. Recognize/reward others for their efforts and contributions?	✓	83	<div></div>	<div></div>	<div></div>
8. Reason effectively and use systems thinking?		25	<div></div>	<div></div>	<div></div>
9. Make judgments and decisions, and solve problems?		40	<div></div>	<div></div>	<div></div>
10. Communicate clearly and show evidence of collaboration?		50	<div></div>	<div></div>	<div></div>
11. Show evidence of creativity?		60	<div></div>	<div></div>	<div></div>
12. Overall impression and responses to the judge's questions		60	<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.