

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	83	82	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Preliminary Role-play #1	67	36	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Preliminary Role-play #2	56	25	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Overall	206	32	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>



**Student:** Lizhe Xie  
**School:** PE Trudeau HS  
**Association:** Ontario  
**Competitive Event:** Retail Merchandising 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></div><div></div></div>	<div><div></div><div></div><div></div></div>
Channel Management	66	50	71	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Communications	75	50	66	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Customer Relations	100	100	100	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Economics	60	33	60	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Emotional Intelligence	100	100	100	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Financial Analysis	60	33	60	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Information Management	50	33	60	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Market Planning	100	100	100	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Marketing	100	100	100	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Marketing-Information Management	92	100	90	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Operations	80	50	75	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Pricing	100	100	100	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Product/Service Management	100	100	100	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Professional Development	100	100	100	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Promotion	63	25	55	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Selling	75	33	71	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>

Preliminary Role-play #1 Emotional Intelligence				
	Met Prof	Intl %ile	NV	BE ME EE
1. Identify career opportunities in retailing?		22	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
2. Discuss the impact of a nation's unemployment rate?	✓	62	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
3. Motivate team members?		26	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
4. Recognize/reward others for their efforts and contributions?	✓	48	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
5. Develop an achievement orientation?		46	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
6. Reason effectively and use systems thinking?		59	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
7. Make judgments and decisions, and solve problems?		58	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
8. Communicate clearly?		54	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
9. Show evidence of creativity?	✓	96	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
10. Overall impression and responses to the judge's questions		72	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>

Preliminary Role-play #2 Market Planning				
	Met Prof	Intl %ile	NV	BE ME EE
1. Identify components of a retail image?	✓	70	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
2. Explain the nature of marketing plans?	✓	81	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
3. Explain the concept of market and market identification?	✓	80	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
4. Explain the concept of marketing strategies?	✓	73	<div><div></div><div></div><div></div></div>	<div><div></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.

Category	Normal score	International %ile	low	mid	high
Comprehensive Exam	83	82	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Preliminary Role-play #1	67	36	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Preliminary Role-play #2	56	25	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
Overall	206	32	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>



**Student:** Lizhe Xie  
**School:** PE Trudeau HS  
**Association:** Ontario  
**Competitive Event:** Retail Merchandising Series

Preliminary Role-play #2 Market Planning					
	Met Prof	Intl %ile	NV	BE	ME EE
5. Explain key factors in building a clientele?		36	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
6. Reason effectively and use systems thinking?		69	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
7. Make judgments and decisions, and solve problems?	✓	75	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
8. Communicate clearly?		58	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
9. Show evidence of creativity?	✓	78	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
10. Overall impression and responses to the judge's questions		18	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></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.