



2015 Comprehensive Exam Scores

ONTARIO

Business Administration

Composite Score	ONTARIO	86.7	
	International	79.8	
Communication Skills	ONTARIO	89.2	
	International	84.3	
CO014MC081	Explain the nature of staff communication	85.2	
CO017MC036	Demonstrate active listening skills	100.0	
CO039MC027	Write informational messages	96.3	
CO055MC013	Extract relevant information from written materials	77.8	
CO057MC016	Analyze company resources to ascertain policies and procedures	70.4	
CO058MC011	Ask relevant questions	85.2	
CO061MC026	Defend ideas objectively	100.0	
CO084MC011	Employ communication styles appropriate to target audience	85.2	
CO085MC015	Utilize note-taking strategies	66.7	
CO087MC016	Select and use appropriate graphic aids	100.0	
CO090MC014	Write professional e-mails	100.0	
CO092MC017	Choose appropriate channel for workplace communication	92.6	
CO094MC063	Prepare simple written reports	100.0	
Customer Relations	ONTARIO	98.5	
	International	88.9	
CR001MC016	Identify company's brand promise	96.3	
CR003MC082	Explain the nature of positive customer relations	96.3	
CR006MC050	Respond to customer inquiries	100.0	
CR009MC125	Handle difficult customers	100.0	
CR017MC009	Explain the role of ethics in customer relationship management	100.0	

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Business Administration

Composite Score

ONTARIO	86.7	
International	79.8	

Economics





ONTARIO	66.4	
International	60.9	

EC004MC163	Determine economic utilities created by business activities	66.7	
EC006MC133	Describe the functions of prices in markets	44.4	
EC007MC096	Explain the types of economic systems	100.0	
EC011MC138	Determine factors affecting business risk	81.5	
EC013MC141	Explain the concept of productivity	63.0	
EC015MC112	Explain the concept of organized labor and business	74.1	
EC045MC068	Discuss the impact of cultural and social environments on global trade	14.8	
EC072MC059	Describe the nature of taxes	40.7	
EC082MC064	Discuss the impact of a nation's unemployment rates	74.1	
EC083MC074	Describe the economic impact of inflation on business	92.6	
EC100MC049	Describe the determinants of exchange rates and their effects on the domestic economy	18.5	
EC103MC045	Explain the organizational design of businesses	96.3	
EC105MC045	Describe factors that affect the business environment	96.3	

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Composite Score	ONTARIO	86.7	
	International	79.8	
Emotional Intelligence	ONTARIO	96.3	
	International	89.9	
EI002MC033	Assess personal strengths and weaknesses	92.6	
EI003MC090	Explain the use of feedback for personal growth	100.0	
EI012MC048	Persuade others	96.3	
EI015MC047	Use conflict-resolution skills	100.0	
EI022MC053	Demonstrate honesty and integrity	88.9	
EI024MC056	Demonstrate initiative	100.0	
EI026MC051	Adjust to change	88.9	
EI027MC037	Develop an achievement orientation	96.3	
EI028MC065	Explain the nature of stress management	96.3	
EI030MC080	Show empathy for others	96.3	
EI034MC036	Explain the impact of political relationships within an organization	100.0	
EI036MC042	Treat others fairly at work	100.0	
EI038MC047	Explain ethical considerations in providing information	92.6	
EI041MC041	Coach others	96.3	
EI059MC016	Motivate team members	100.0	

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Composite Score	ONTARIO	86.7	
	International	79.8	
Financial Analysis	ONTARIO	77.5	
	International	66.5	
FI002MC135	Explain the purposes and importance of credit	88.9	
FI060MC011	Describe functions of money (medium of exchange, unit of measure, store of value)	59.3	
FI064MC017	Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.)	92.6	
FI068MC013	Interpret a pay stub	85.2	
FI072MC012	Validate credit history	22.2	
FI075MC019	Describe types of financial-services providers	29.6	
FI077MC039	Explain types of investments	100.0	
FI081MC048	Describe the concept of insurance	88.9	
FI084MC112	Explain the nature of risk management	100.0	
FI091MC064	Describe the nature of cash flow statements	100.0	
FI094MC086	Describe the nature of income statements	88.9	
FI106MC089	Describe the nature of budgets	74.1	
FI351MC009	Discuss the role of ethics in accounting	100.0	
FI354MC037	Explain the role of finance in business	55.6	

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Composite Score	ONTARIO	86.7	
	International	79.8	
Information Management	ONTARIO	90.9	
	International	84.5	
NF002MC034	Maintain customer records	77.8	
NF005MC014	Demonstrate personal information management/productivity applications	85.2	
NF007MC029	Demonstrate basic word processing skills	100.0	
NF008MC022	Demonstrate basic presentation applications	74.1	
NF013MC033	Describe current business trends	66.7	
NF042MC022	Create and post basic web page	100.0	
NF077MC017	Assess information needs	100.0	
NF079MC016	Evaluate quality and source of information	100.0	
NF085MC009	Use basic operating systems	96.3	
NF093MC021	Interpret statistical findings	100.0	
NF111MC012	Explain the role of ethics in information management	100.0	
Operations	ONTARIO	92.9	
	International	86.4	
OP003MC034	Identify resources needed for project	92.6	
OP004MC020	Describe health and safety regulations in business	100.0	
OP009MC095	Explain procedures for handling accidents	100.0	
OP015MC119	Explain the nature and scope of purchasing	70.4	
OP016MC060	Place orders/reorders	81.5	
OP019MC040	Describe crucial elements of a quality culture	100.0	
OP025MC134	Explain employee's role in expense control	100.0	
OP032MC156	Identify routine activities for maintaining business facilities and equipment	100.0	
OP153MC015	Protect company information and intangibles	96.3	
OP159MC017	Evaluate project results	96.3	
OP161MC018	Select vendors	77.8	
OP189MC035	Explain the nature of operations	100.0	

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Business Administration

Composite Score	ONTARIO	86.7	
	International	79.8	
Professional Development	ONTARIO	90.4	
	International	84.2	
PD009MC076	Demonstrate systematic behavior	100.0	
PD017MC060	Make decisions	59.3	
PD020MC029	Analyze employer expectations in the business environment	100.0	
PD028MC034	Interview for a job	100.0	
PD029MC043	Write a follow-up letter after job interviews	100.0	
PD035MC050	Identify skills needed to enhance career progression	100.0	
PD036MC126	Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors)	92.6	
PD037MC042	Use networking techniques to identify employment opportunities	96.3	
PD066MC040	Explain career opportunities in entrepreneurship	96.3	
PD126MC037	Explain the need for innovation skills	59.3	

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Business Management and Administration

Composite Score	ONTARIO	89.6	
	International	78.9	
Communication Skills	ONTARIO	96.5	
	International	82.1	
CO056MC010	Apply written directions to achieve tasks	100.0	
CO058MC012	Ask relevant questions	100.0	
CO087MC015	Select and use appropriate graphic aids	94.4	
CO090MC013	Write professional e-mails	94.4	
CO092MC016	Choose appropriate channel for workplace communication	100.0	
CO185MC014	Write analytical reports (i.e., reports that examine a problem/issue and recommend and action)	88.9	
CO185MC015	Write analytical reports (i.e., reports that examine a problem/issue and recommend and action)	94.4	
CO186MC015	Write research reports	100.0	

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Business Management and Administration

Composite Score	ONTARIO	89.6	
	International	78.9	
Economics	ONTARIO	90.6	
	International	84.8	
EC009MC132	Explain the concept of private enterprise	100.0	
EC083MC073	Describe the economic impact of inflation on business	50.0	
EC100MC048	Describe the determinants of exchange rates and their effects on the domestic economy	72.2	
EC104MC044	Discuss the global environment in which businesses operate	100.0	
EC106MC035	Explain the nature of business ethics	100.0	
EC130MC018	Describe the nature of business customs and practices in the North American market	88.9	
EC130MC019	Describe the nature of business customs and practices in the North American market	100.0	
EC131MC016	Explain the nature of business customs and practices in Europe	100.0	
EC131MC017	Explain the nature of business customs and practices in Europe	100.0	
EC132MC016	Explain the nature of business customs and practices in Latin America	100.0	
EC133MC016	Describe the nature of business customs and practices in the Pacific Rim	100.0	
EC134MC017	Discuss the nature of business customs and practices in the Middle East	100.0	
EC135MC015	Explain the nature of business customs and practices in South Asia	66.7	

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Business Management and Administration

Composite Score	ONTARIO	89.6	
	International	78.9	
Emotional Intelligence	ONTARIO	99.4	
	International	92.2	
EI017MC020	Recognize personal biases and stereotypes	100.0	
EI018MC057	Identify desirable personality traits important to business	100.0	
EI027MC036	Develop an achievement orientation	100.0	
EI028MC064	Explain the nature of stress management	100.0	
EI030MC079	Show empathy for others	100.0	
EI061MC018	Enlist others in working toward a shared vision	94.4	
EI075MC013	Take responsibility for decisions and actions	100.0	
EI077MC017	Manage commitments in a timely manner	100.0	
EI077MC018	Manage commitments in a timely manner	100.0	
Financial Analysis	ONTARIO	88.9	
	International	90.5	
FI060MC010	Describe functions of money (medium of exchange, unit of measure, store of value)	77.8	
FI070MC011	Read and reconcile bank statements	77.8	
FI077MC038	Explain types of investments	88.9	
FI093MC066	Explain the nature of balance sheets	94.4	
FI355MC011	Discuss the role of ethics in finance	100.0	
FI579MC035	Describe the need for financial information	94.4	
Information Management	ONTARIO	100.0	
	International	96.2	
NF077MC016	Assess information needs	100.0	
NF083MC007	Explain the role of information systems	100.0	
NF085MC008	Use basic operating systems	100.0	
NF111MC011	Explain the role of ethics in information management	100.0	
NF130MC017	Utilize project-management software	100.0	
NF130MC018	Utilize project-management software	100.0	

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Business Management and Administration

Composite Score	ONTARIO	89.6	
	International	78.9	
Knowledge Management	ONTARIO	90.5	
	International	76.0	
KM001MC036	Explain the nature of knowledge management	100.0	
KM002MC013	Discuss the role of ethics in knowledge management	100.0	
KM003MC015	Explain the use of technology in knowledge management	55.6	
KM003MC016	Explain the use of technology in knowledge management	100.0	
KM004MC014	Explain legal considerations for knowledge management	83.3	
KM005MC014	Identify techniques that can be used to capture and transfer knowledge in an organization	100.0	
KM005MC015	Identify techniques that can be used to capture and transfer knowledge in an organization	94.4	

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Business Management and Administration

Composite Score	ONTARIO	89.6	
	International	78.9	
Operations	ONTARIO	82.7	
	International	69.5	
OP015MC118	Explain the nature and scope of purchasing	16.7	
OP024MC134	Explain the nature of overhead/operating costs	66.7	
OP152MC013	Follow established security procedures/policies	100.0	
OP159MC016	Evaluate project results	100.0	
OP163MC036	Identify quality-control measures	16.7	
OP228MC015	Organize and prioritize work	100.0	
OP230MC014	Coordinate work with that of team members	94.4	
OP230MC015	Coordinate work with that of team members	100.0	
OP241MC013	Maintain vendor/supplier relationships	100.0	
OP250MC016	Describe types of purchase orders	94.4	
OP327MC015	Discuss the nature of business analysis	77.8	
OP327MC016	Discuss the nature of business analysis	100.0	
OP336MC014	Discuss types of inventory	100.0	
OP337MC016	Negotiate terms with vendors in business	94.4	
OP337MC017	Negotiate terms with vendors in business	100.0	
OP339MC013	Discuss legal considerations in operations	50.0	
OP340MC016	Execute and control projects	94.4	

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Business Management and Administration

Composite Score	ONTARIO	89.6	
	International	78.9	
Product/Service Management	ONTARIO	96.3	
	International	90.4	
PD020MC028	Analyze employer expectations in the business environment	100.0	
PD021MC024	Explain the rights of workers	100.0	
PD034MC027	Explain possible advancement patterns for jobs	100.0	
PD126MC036	Explain the need for innovation skills	72.2	
PD251MC015	Follow rules of conduct	100.0	
PD251MC016	Follow rules of conduct	100.0	
PD252MC014	Follow chain of command	94.4	
PD254MC015	Determine the nature of organizational goals	100.0	
PD255MC013	Ascertain employee's role in meeting organizational goals	100.0	
Project Management	ONTARIO	82.2	
	International	64.2	
PJ005MC014	Initiate project	88.9	
PJ006MC016	Prepare work breakdown structure (WBS)	100.0	
PJ006MC017	Prepare work breakdown structure (WBS)	44.4	
PJ007MC014	Manage project team	100.0	
PJ008MC015	Close project	77.8	
Quality Management	ONTARIO	83.3	
	International	57.4	
QM001MC036	Explain the nature of quality management	94.4	
QM002MC013	Describe the nature of quality management frameworks (e.g., Six Sigma, ITIL, CMMI)	72.2	
QM003MC014	Discuss the need for continuous improvement of the quality process	94.4	
QM003MC015	Discuss the need for continuous improvement of the quality process	72.2	

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Business Management and Administration

Composite Score	ONTARIO	89.6	
	International	78.9	
Risk Management	ONTARIO	88.9	
	International	77.7	
RM041MC028	Explain the role of ethics in risk management	100.0	
RM041MC029	Explain the role of ethics in risk management	100.0	
RM042MC028	Describe the use of technology in risk management	100.0	
RM043MC025	Discuss legal considerations affecting risk management	55.6	
Strategic Management	ONTARIO	76.2	
	International	57.1	
SM004MC045	Describe the nature of managerial control (control process, types of control, what is controlled)	66.7	
SM063MC016	Discuss the nature of managerial planning	100.0	
SM063MC017	Discuss the nature of managerial planning	44.4	
SM064MC015	Explain managerial considerations in organizing	72.2	
SM065MC016	Describe managerial considerations in staffing	88.9	
SM065MC017	Describe managerial considerations in staffing	77.8	
SM066MC015	Discuss managerial considerations in directing	83.3	

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Finance

Composite Score	ONTARIO	86.5	
	International	73.0	
Business Law	ONTARIO	84.2	
	International	62.6	
BL074MC009	Discuss the role of administrative law	63.3	
BL133MC019	Discuss legal considerations in the finance industry	90.0	
BL133MC020	Discuss legal considerations in the finance industry	96.7	
BL134MC024	Discuss the effect of tax laws and regulations on financial transactions	86.7	
Communication Skills	ONTARIO	96.0	
	International	82.8	
CO025MC051	Make oral presentations	93.3	
CO057MC015	Analyze company resources to ascertain policies and procedures	100.0	
CO063MC024	Participate in a staff meeting	93.3	
CO086MC015	Organize information	96.7	
CO091MC013	Write executive summaries	96.7	
Compliance	ONTARIO	95.8	
	International	86.1	
CC003MC021	Discuss the nature and scope of compliance in the finance industry	93.3	
CC003MC022	Discuss the nature and scope of compliance in the finance industry	100.0	
CC004MC021	Describe the use of technology in compliance	96.7	
CC004MC022	Describe the use of technology in compliance	93.3	

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Finance

Composite Score	ONTARIO	86.5	
	International	73.0	
Customer Relations	ONTARIO	90.6	
	International	82.6	
CR003MC080	Explain the nature of positive customer relations	86.7	
CR009MC123	Handle difficult customers	73.3	
CR012MC021	Explain the responsibilities of finance professionals in providing client services	96.7	
CR012MC022	Explain the responsibilities of finance professionals in providing client services	100.0	
CR024MC023	Use Customer Relationship Management (CRM) technology	96.7	
CR024MC024	Use Customer Relationship Management (CRM) technology	90.0	
Economics	ONTARIO	72.7	
	International	59.3	
EC014MC109	Analyze impact of specialization/division of labor on productivity	73.3	
EC016MC134	Explain the nature of global trade	36.7	
EC072MC058	Describe the nature of taxes	70.0	
EC083MC072	Describe the economic impact of inflation on business	83.3	
EC105MC044	Describe factors that affect the business environment	100.0	
Emotional Intelligence	ONTARIO	83.9	
	International	80.6	
EI018MC056	Identify desirable personality traits important to business	83.3	
EI027MC035	Develop an achievement orientation	86.7	
EI028MC063	Explain the nature of stress management	100.0	
EI030MC078	Show empathy for others	93.3	
EI059MC015	Motivate team members	50.0	
EI061MC017	Maintain collaborative partnerships with colleagues	90.0	

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Finance

Composite Score	ONTARIO	86.5	
	International	73.0	
Financial Analysis	ONTARIO	81.0	
	International	67.7	
FI063MC019	Explain legal responsibilities associated with financial exchanges	50.0	
FI073MC016	Protect against identity theft	83.3	
FI077MC037	Explain types of investments	60.0	
FI081MC047	Describe the concept of insurance	36.7	
FI085MC119	Explain the concept of accounting	86.7	
FI093MC065	Explain the nature of balance sheets	100.0	
FI270MC025	Explain the need to save and invest	100.0	
FI270MC026	Explain the need to save and invest	100.0	
FI274MC025	Describe sources of securities information	96.7	
FI274MC026	Describe sources of securities information	96.7	
FI275MC031	Interpret securities table	93.3	
FI275MC032	Interpret securities table	96.7	
FI336MC019	Describe the role of financial institutions	96.7	
FI336MC020	Describe the role of financial institutions	100.0	
FI337MC019	Explain types of financial markets (e.g., money market, capital market, insurance market, commodities markets, etc.)	86.7	
FI337MC020	Explain types of financial markets (e.g., money market, capital market, insurance market, commodities markets, etc.)	50.0	
FI573MC020	Discuss the nature of convergence/consolidation in the finance industry	53.3	
FI574MC019	Describe the relationship between economic conditions and financial markets	100.0	
FI575MC019	Explain the nature and scope of financial globalization	80.0	
FI575MC020	Explain the nature and scope of financial globalization	53.3	

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Finance

Composite Score		ONTARIO	86.5	
		International	73.0	
Financial Information Management		ONTARIO	87.8	
		International	70.0	
FM002MC020	Explain the nature and scope of the financial-information management function		100.0	
FM002MC021	Explain the nature and scope of the financial-information management function		93.3	
FM003MC018	Explain the role of ethics in financial-information management		96.7	
FM003MC019	Explain the role of ethics in financial-information management		100.0	
FM004MC021	Describe the need to accurately report a business's financial position		100.0	
FM004MC022	Describe the need to accurately report a business's financial position		96.7	
FM005MC018	Describe the relationship between accounting (with an emphasis on cash flow) and finance (with an emphasis on decision making)		100.0	
FM006MC021	Discuss types of accounting systems used to report a business's financial position (i.e. financial, tax, management, cost, accrual)		96.7	
FM006MC022	Discuss types of accounting systems used to report a business's financial position (i.e. financial, tax, management, cost, accrual)		96.7	
FM008MC019	Explain the use of financial information to identify trends		100.0	
FM009MC021	Describe the need to analyze customer financial information		100.0	
FM010MC021	Identify reasons to analyze financial data (e.g. to understand accounting treatment, to verify information, to analyze variances, to guide financial decision-making)		86.7	
FM010MC022	Identify reasons to analyze financial data (e.g. to understand accounting treatment, to verify information, to analyze variances, to guide financial decision-making)		86.7	
FM011MC018	Describe the use of technology in the financial-information management function		46.7	

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Finance

Composite Score		ONTARIO	86.5	
		International	73.0	
FM011MC019	Describe the use of technology in the financial-information management function		93.3	
FM012MC021	Demonstrate data mining techniques		76.7	
FM012MC022	Demonstrate data mining techniques		63.3	
FM013MC020	Demonstrate budgeting applications		86.7	
FM013MC021	Demonstrate budgeting applications		83.3	
FM014MC019	Demonstrate financial analysis applications		93.3	
FM014MC020	Demonstrate financial analysis applications		100.0	
FM015MC018	Demonstrate advanced database applications		73.3	
FM015MC019	Demonstrate advanced database applications		50.0	
Information Management		ONTARIO	96.7	
		International	81.0	
NF014MC037	Monitor internal records for business information		93.3	
NF076MC010	Explain legal issues associated with information management		93.3	
NF081MC016	Store information for future use		100.0	
NF088MC011	Use an integrated business software application package		100.0	
Operations		ONTARIO	77.3	
		International	65.8	
OP015MC117	Explain the nature and scope of purchasing		76.7	
OP024MC133	Explain the nature of overhead/operating costs		26.7	
OP158MC035	Explain the nature of project management		96.7	
OP163MC035	Identify quality-control measures		90.0	
OP190MC007	Discuss the role of ethics in operations		96.7	

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Finance

Composite Score	ONTARIO	86.5	
	International	73.0	
Professional Development	ONTARIO	94.1	
	International	82.9	
PD018MC130	Set personal goals	63.3	
PD022MC035	Identify sources of career information	93.3	
PD031MC041	Prepare a résumé	100.0	
PD082MC020	Discuss licensure and certification available to finance professionals	100.0	
PD082MC021	Discuss licensure and certification available to finance professionals	100.0	
PD126MC035	Explain the need for innovation skills	100.0	
PD152MC043	Discuss career opportunities in the finance industry	96.7	
PD152MC044	Discuss career opportunities in the finance industry	93.3	
PD153MC019	Discuss opportunities for building professional relationships in finance	100.0	
Risk Management	ONTARIO	87.1	
	International	72.1	
RM041MC030	Explain the role of ethics in risk management	96.7	
RM041MC031	Explain the role of ethics in risk management	100.0	
RM042MC029	Describe the use of technology in risk management	53.3	
RM042MC030	Describe the use of technology in risk management	100.0	
RM043MC026	Discuss legal considerations affecting risk management	60.0	
RM058MC022	Discuss the nature of risk control (i.e. internal and external)	100.0	
RM058MC023	Discuss the nature of risk control (i.e. internal and external)	100.0	

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Hospitality and Tourism

Composite Score	ONTARIO	90.3	
	International	81.7	
Communication Skills	ONTARIO	98.8	
	International	88.5	
CO055MC012	Extract relevant information from written materials	100.0	
CO084MC010	Employ communication styles appropriate to target audience	96.0	
CO085MC014	Utilize note-taking strategies	100.0	
CO090MC012	Write professional e-mails	98.0	
CO092MC015	Choose appropriate channel for workplace communication	100.0	
Economics	ONTARIO	78.7	
	International	61.2	
EC005MC132	Explain the principles of supply and demand	84.0	
EC009MC130	Explain the concept of private enterprise	88.0	
EC082MC062	Discuss the impact of a nation's unemployment rates	62.0	
EC100MC047	Describe the determinants of exchange rates and their effects on the domestic economy	44.0	
EC106MC034	Explain the nature of business ethics	100.0	
EC136MC006	Explain the economic impact of hospitality and tourism on a community or an area	94.0	
Emotional Intelligence	ONTARIO	92.0	
	International	84.3	
EI017MC019	Recognize personal biases and stereotypes	98.0	
EI018MC055	Identify desirable personality traits important to business	92.0	
EI024MC055	Demonstrate initiative	100.0	
EI027MC033	Develop an achievement orientation	64.0	
EI028MC061	Explain the nature of stress management	98.0	
EI030MC077	Show empathy for others	98.0	
EI090MC006	Describe personal traits important to the success in hospitality and tourism management	94.0	

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Hospitality and Tourism

Composite Score	ONTARIO	90.3	
	International	81.7	
Financial Analysis	ONTARIO	83.4	
	International	79.3	
FI058MC010	Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.)	88.0	
FI064MC016	Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.)	100.0	
FI077MC036	Explain types of investments	20.0	
FI093MC063	Explain the nature of balance sheets	98.0	
FI310MC021	Maintain petty-cash fund	94.0	
FI353MC010	Explain legal considerations for accounting	100.0	
FI560MC010	Prepare bank account documents (e.g., checks, deposit/withdrawal slips, endorsements, etc.)	84.0	
Information Management	ONTARIO	95.0	
	International	87.9	
NF002MC033	Maintain customer records	100.0	
NF008MC021	Demonstrate basic presentation applications	94.0	
NF013MC032	Describe current business trends	100.0	
NF077MC015	Assess information needs	100.0	
NF106MC007	Use software to automate services	98.0	
NF185MC027	Use database for information analysis	78.0	

2015 Comprehensive Exam Scores

ONTARIO




















Hospitality and Tourism

Composite Score	ONTARIO	90.3	
	International	81.7	
Marketing Information Management	ONTARIO	95.8	
	International	78.1	
IM297MC007	Administer questionnaires	100.0	
IM347MC006	Display data in charts/graphs or in tables	100.0	
IM381MC004	Obtain information from customer databases	86.0	
IM390MC004	Prepare written reports for decision-making	90.0	
IM416MC025	Interpret descriptive statistics for marketing decision making	92.0	
IM420MC009	Explain the need for hospitality and tourism marketing information	100.0	
IM422MC007	Explain types of primary hospitality and tourism market information	100.0	
IM427MC005	Measure hospitality and tourism market size and composition	98.0	
Operations	ONTARIO	84.5	
	International	83.8	
OP006MC016	Follow instructions for use of equipment, tools, and machinery	98.0	
OP015MC115	Explain the nature and scope of purchasing	100.0	
OP024MC131	Explain the nature of overhead/operating costs	28.0	
OP058MC005	Discuss employee security issues in hospitality and tourism	92.0	
OP134MC006	Practice safe and sanitary handling/disposal of wastes/recyclables	100.0	
OP152MC012	Follow established security procedures/policies	98.0	
OP163MC033	Identify quality-control measures	60.0	
OP184MC007	Track invoices	100.0	

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Hospitality and Tourism

Composite Score	ONTARIO	90.3	
	International	81.7	
Product/Service Management	ONTARIO	94.7	
	International	90.5	
PM095MC010	Describe services offered by the hospitality and tourism industry	100.0	
PM099MC011	Explain the nature of product extensions in the hospitality and tourism industry	94.0	
PM239MC005	Evaluate vendors' merchandise	100.0	
PM241MC007	Explain new product-development processes	96.0	
PM246MC008	Identify product's/service's competitive advantage	100.0	
PM258MC015	Write purchase orders	78.0	
Professional Development	ONTARIO	92.0	
	International	82.6	
PD021MC023	Explain the rights of workers	100.0	
PD026MC033	Utilize job-search strategies	98.0	
PD032MC022	Describe techniques for obtaining work experience (e.g., volunteer activities, internships)	98.0	
PD111MC008	Describe the nature of the hospitality and tourism industry	100.0	
PD126MC033	Explain the need for innovation skills	56.0	
PD272MC006	Explain career opportunities in hospitality and tourism	100.0	
PD274MC004	Employ career-advancement strategies in hospitality and tourism	92.0	

2015 Comprehensive Exam Scores

ONTARIO











Hospitality and Tourism

Composite Score	ONTARIO	90.3	
	International	81.7	
Promotion	ONTARIO	88.0	
	International	79.9	
PR052MC066	Maintain displays	98.0	
PR068MC060	Prepare facility for special event	98.0	
PR082MC031	Explain promotional methods used by the hospitality and tourism industry	100.0	
PR123MC042	Describe the use of color in advertisements	100.0	
PR162MC011	Implement creative display techniques and theme options	98.0	
PR222MC006	Describe the elements of design	84.0	
PR226MC005	Create a press kit	82.0	
PR276MC012	Describe mobile advertising strategies	44.0	
PR277MC003	Describe referral programs that can be used to build brand/promote products	98.0	
PR279MC004	Describe the nature of effective Internet ad copy	96.0	
PR281MC005	Describe the use of corporate blogging	24.0	
PR298MC003	Discuss the use of podcasts	34.0	
PR315MC005	Explain the importance of company involvement in community activities	98.0	
PR319MC005	Explain the nature of word-of-mouth (WOM) strategies	100.0	
PR320MC003	Explain the role of media in delivering direct marketing messages	100.0	
PR321MC004	Explain the use of celebrities/influencers as a WOM strategy	100.0	
PR322MC007	Discuss the use of illustrations in advertisements	96.0	
PR328MC005	Explain website-development process	100.0	
PR330MC004	Identify effective advertising headlines	98.0	
PR332MC003	Identify promotional messages that appeal to targeted markets	96.0	
PR335MC011	Identify ways to track promotional activities	92.0	
PR361MC004	Discuss hospitality and tourism's use of search-engine optimization strategies	100.0	

2015 Comprehensive Exam Scores

ONTARIO

























Hospitality and Tourism

Composite Score		ONTARIO	90.3	
		International	81.7	
Selling		ONTARIO	99.0	
		International	88.9	
SE111MC109	Determine customer/client needs		100.0	
SE221MC009	Recommend hospitality and tourism services		100.0	
SE221MC010	Recommend hospitality and tourism services		100.0	
SE329MC010	Process sales transactions (e.g., cash, credit, check, etc.)		100.0	
SE477MC003	Process telephone orders in hospitality and tourism		100.0	
SE875MC127	Demonstrate suggestion selling		94.0	

2015 Comprehensive Exam Scores

ONTARIO

























Marketing

Composite Score	ONTARIO	87.1	
	International	77.2	
Channel Management	ONTARIO	88.4	
	International	75.5	
CM001MC027	Explain the nature and scope of channel management	68.1	
CM003MC125	Explain the nature of channels of distribution	80.7	
CM004MC082	Describe the use of technology in the channel management function	99.3	
CM005MC068	Explain legal considerations in channel management	90.4	
CM007MC098	Coordinate channel management with other marketing activities	98.5	
CM008MC070	Explain the nature of channel-member relationships	93.3	
Communication Skills	ONTARIO	89.0	
	International	85.1	
CO056MC009	Apply written directions to achieve tasks	100.0	
CO058MC010	Ask relevant questions	80.0	
CO060MC009	Provide legitimate responses to inquiries	99.3	
CO063MC023	Participate in a staff meeting	99.3	
CO089MC010	Edit and revise written work consistent with professional standards	66.7	
Economics	ONTARIO	81.0	
	International	72.5	
EC004MC162	Determine economic utilities created by business activities	31.1	
EC009MC131	Explain the concept of private enterprise	93.3	
EC013MC140	Explain the concept of productivity	94.1	
EC072MC057	Describe the nature of taxes	90.4	
EC082MC063	Discuss the impact of a nation's unemployment rates	96.3	

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Marketing

Composite Score	ONTARIO	87.1	
	International	77.2	
Emotional Intelligence	ONTARIO	86.2	
	International	75.8	
EI017MC018	Recognize personal biases and stereotypes	74.8	
EI023MC019	Exhibit self-confidence	99.3	
EI027MC034	Develop an achievement orientation	98.5	
EI028MC062	Explain the nature of stress management	99.3	
EI033MC059	Exhibit cultural sensitivity	48.9	
EI034MC035	Explain the impact of political relationships within an organization	96.3	
Financial Analysis	ONTARIO	90.9	
	International	81.9	
FI060MC009	Describe functions of money (medium of exchange, unit of measure, store of value)	68.1	
FI064MC015	Explain the nature of financial needs	98.5	
FI067MC011	Explain the nature of tax liabilities	94.1	
FI093MC064	Explain the nature of balance sheets	93.3	
FI356MC009	Explain legal considerations for finance	91.1	
FI579MC034	Describe the need for financial information	100.0	
Information Management	ONTARIO	98.9	
	International	94.1	
NF008MC020	Demonstrate basic presentation applications	100.0	
NF077MC014	Assess information needs	98.5	
NF085MC007	Use basic operating systems	99.3	
NF111MC010	Explain the role of ethics in information management	97.8	

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Marketing

Composite Score	ONTARIO	87.1	
	International	77.2	
Market Planning	ONTARIO	76.5	
	International	59.6	
MP001MC175	Explain the concept of marketing strategies	97.8	
MP007MC112	Explain the nature of marketing plans	54.1	
MP008MC094	Explain the role of situation analysis in the marketing planning process	96.3	
MP013MC158	Explain the nature of sales forecasts	57.8	
Marketing Information Management	ONTARIO	80.0	
	International	70.4	
IM001MC127	Explain the nature and scope of the marketing information management function	98.5	
IM010MC109	Explain the nature of marketing research	94.8	
IM012MC089	Describe the need for marketing information	91.1	
IM062MC057	Describe techniques for processing marketing information	77.8	
IM184MC099	Identify information monitored for marketing decision making	87.4	
IM281MC040	Describe options businesses use to obtain marketing-research data	100.0	
IM282MC033	Discuss the nature of marketing research problems/issues	83.7	
IM284MC042	Describe methods used to design marketing research studies	29.6	
IM285MC038	Discuss the nature of sampling plans	56.3	
IM289MC038	Describe data-collection methods	34.8	
IM292MC015	Identify sources of error and bias	99.3	
IM293MC012	Evaluate questionnaire design	97.0	
IM418MC009	Explain characteristics of effective data-collection instruments	99.3	
IM419MC007	Describe the regulation of marketing-information management	57.8	
IM428MC022	Assess appropriateness of marketing research for the problem/issue	93.3	

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Marketing

Composite Score	ONTARIO	87.1	
	International	77.2	
Operations	ONTARIO	89.8	
	International	79.3	
OP015MC116	Explain the nature and scope of purchasing	78.5	
OP024MC132	Explain the nature of overhead/operating costs	92.6	
OP152MC011	Follow established security procedures/policies	99.3	
OP163MC034	Identify quality-control measures	88.1	
OP191MC010	Describe the use of technology in operations	90.4	
Product/Service Management	ONTARIO	81.9	
	International	68.3	
PM001MC146	Explain the nature and scope of the product/service management function	78.5	
PM003MC180	Explain the concept of product mix	57.8	
PM017MC124	Identify consumer protection provisions of appropriate agencies	99.3	
PM019MC117	Describe the uses of grades and standards in marketing	96.3	
PM024MC106	Identify the impact of product life cycles on marketing decisions	80.7	
PM040MC079	Explain business ethics in product/service management	90.4	
PM041MC079	Describe the nature of product bundling	97.8	
PM042MC110	Describe factors used by marketers to position products/services	100.0	
PM128MC059	Generate product ideas	89.6	
PM206MC029	Explain the nature of corporate branding	26.7	
PM207MC015	Describe factors used by businesses to position corporate brands	83.7	

2015 Comprehensive Exam Scores

ONTARIO

Marketing

Composite Score	ONTARIO	87.1	
	International	77.2	
Professional Development	ONTARIO	98.7	
	International	94.7	
PD020MC027	Analyze employer expectations in the business environment	99.3	
PD034MC026	Explain possible advancement patterns for jobs	99.3	
PD077MC051	Demonstrate problem-solving skills	97.8	
PD126MC034	Explain the need for innovation skills	98.5	
Promotion	ONTARIO	91.2	
	International	82.2	
PR001MC181	Explain the role of promotion as a marketing function	97.8	
PR002MC196	Explain the types of promotion	94.1	
PR003MC176	Identify the elements of the promotional mix	92.6	
PR007MC180	Explain types of advertising media	100.0	
PR089MC108	Explain the nature of direct marketing channels	98.5	
PR100MC102	Describe the use of technology in the promotion function	100.0	
PR101MC078	Describe the regulation of promotion	88.9	
PR247MC018	Describe word-of-mouth channels used to communicate with targeted audiences	85.2	
PR249MC012	Identify communications channels used in sales promotion	58.5	
PR250MC010	Explain communications channels used in public-relations activities	95.6	
PR251MC010	Explain the importance of coordinating elements in advertisements	94.1	
PR252MC012	Identify types of public-relations activities	84.4	
PR253MC016	Discuss internal and external audiences for public-relations activities	96.3	

2015 Comprehensive Exam Scores

ONTARIO

Marketing

Composite Score		ONTARIO	87.1	
		International	77.2	
Selling		ONTARIO	92.3	
		International	81.8	
SE017MC167	Explain the nature and scope of the selling function		94.1	
SE062MC279	Acquire product information for use in selling		88.9	
SE076MC122	Explain the role of customer service as a component of selling relationships		96.3	
SE108MC100	Describe the nature of selling regulations		79.3	
SE109MC142	Analyze product information to identify product features and benefits		97.0	
SE359MC021	Discuss motivational theories that impact buying behavior		86.7	
SE828MC167	Explain key factors in building a clientele		97.0	
SE932MC157	Explain company selling policies		99.3	