

Guidelines for the Comprehensive Exam

For international competition, students are challenged with one hundred (100) multiple choice items, with answers being given using a Scantron (bubble) form. Questions are based on general economic, marketing, and management performance indicators, as well as performance indicators related to the fashion merchandising and marketing industry. Competitors are allowed ninety (90) minutes to complete the exam.

Guidelines for the Role-Play/Presentation

1. The participant will be given a role-play involving a fashion merchandising and/or marketing situation.
2. Each participant will have thirty (30) minutes for analyzing the situation and organizing his/her response and interaction.
3. Participants may not consult anyone about the role-play situation.
4. Any cell phone use, text messaging, email, etc. is prohibited during the entire competitive event.
5. Internet access is prohibited during the entire competitive event.
6. Participants may not bring any reference materials, audio or visual aids, computers, etc. to the competitive event, except what is provided by the event manager. Only blank paper or note cards, and pens/pencils may be used (may or may not be supplied).
7. No material of any kind may be passed to the judges. Material that is placed on the judge table for the judge to handle will be considered as being “passed” to the judges.
8. A fifteen (15) minute time limit will be given for participants to interact with a professional (judge). This time limit includes time for the participants to interact with the judge(s) and to respond to any questions. Participants will be allowed to use notes made only during the interaction and during the time allowed for preparation.
9. Participants will be evaluated according to the specific performance indicators being evaluated in the role-play situation, as well as the overall quality of the interaction.
10. When using a presentation aid, such as singing a song, the noise level must be kept at a conversational level that does not interrupt other participants. If this guideline is not followed, the participant will be interrupted (during the prep or presentation time) and asked to follow the noise policy. Failure to do so may result in disqualification.

Presentation Schedule [presentations will be scheduled at twenty (20) minute intervals]

- Thirty (30) minutes to analyze the situation and organize a response/interaction
- Fifteen (15) minutes to interact with the judge(s)
- Five (5) minutes for scoring by the judge(s)