

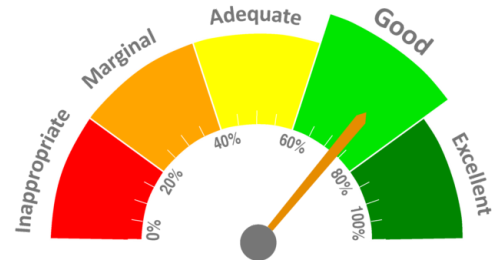
Overall Assessment

Aleem Ahmad was assessed for the position of Marketing Manager and took 4 competency-based tests. Aleem's total testing time lasted 25 minutes during which Aleem was asked 40 situation-based questions. Aleem took less time than expected on 4 tests, and earned an overall score of 73%.

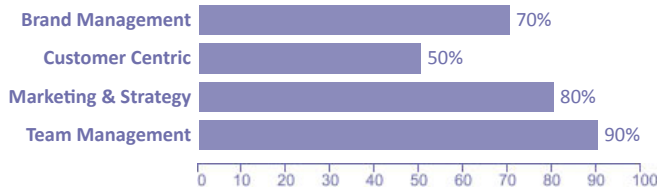
Of the 4 competencies tested, Aleem showed exceptional strength in 1 competency (scored more than 80%).

There is no competency of immediate concern (scored less than 40%) which needs to be addressed through additional training.

Overall, on a 5-point scale Aleem scored 4. This means that based on the 4 competency-based tests that were chosen for this assessment, Aleem can be considered **Good** for this position.



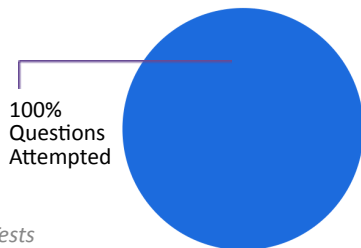
Competencies tested



Overall Score



Questions attempted

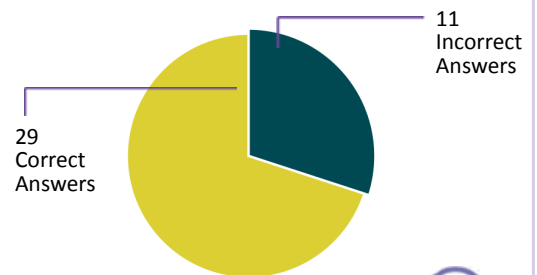


100% Questions Attempted

- 4 Total Tests
- 4 Skills Assessed
- 40 Questions Attempted
- 0 Question Skipped



Questions score



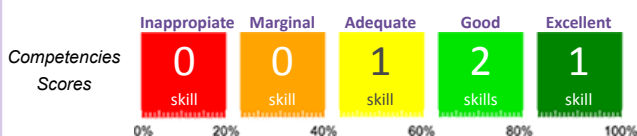
29 Correct Answers

11 Incorrect Answers

- 4 Skills Assessed
- 40 Questions Asked

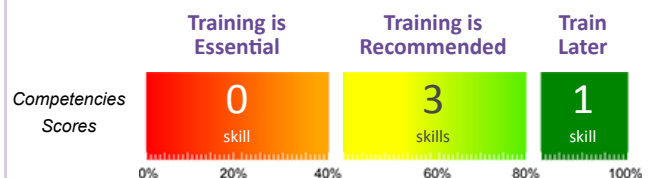


Competency levels



- 4 skills Assessed

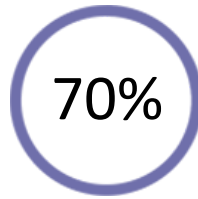
Training needs



- 4 skills Assessed

Brand Management

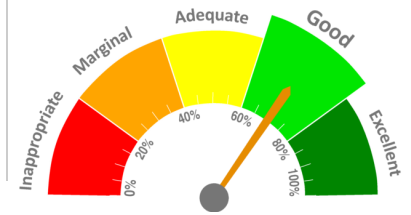
Score



Time taken



Readiness scale



This test assesses Aleem's ability to apply Brand Management in the following situations:

- Focusing business-initiatives on target-market
- Building brand through market-research
- Attracting investors through branding
- Incorporating brand management strategy
- Adopting expansion moves strategically
- Using brand cannibalization strategically
- Ensuring coherent-branding across franchises
- Dealing with social-media backlash
- Handling negative publicity effectively
- Identifying co-branding opportunities

This test can be used for the following:

- Entry Level
- Associate Level
- 1st Level Management
- Mid Management
- Senior Management

Abilities within Brand Management

Planning

Strong

Strong ability to plan in the following situations: Incorporating brand management strategy, Using brand cannibalization strategically, Ensuring coherent-branding across franchises, Identifying co-branding opportunities

Decision Making

Weak

Weak ability to decide in the following situations: Attracting investors through branding, Adopting expansion moves strategically, Dealing with social-media backlash, Handling negative publicity effectively

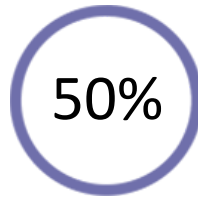
Situation Analysis

Strong

Strong ability to apply situation analysis in the following situations: Focusing business-initiatives on target-market, Building brand through market-research, Attracting investors through branding, Incorporating brand management strategy, Adopting expansion moves strategically, Using brand cannibalization strategically, Ensuring coherent-branding across franchises, Dealing with social-media backlash, Handling negative publicity effectively, Identifying co-branding opportunities

Customer Centric

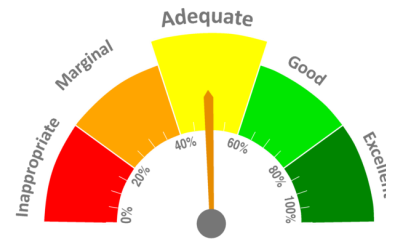
Score



Time taken



Readiness scale



This test assesses Aleem's ability to apply Customer Centric in the following situations:

- Identifying complaint handling procedure
- Adopting appropriate-routes to support-customers
- Collecting client feedback ethically
- Addressing customer needs innovatively
- Applying positivity towards complaints
- Handling customers politely
- Adopting focused selling strategy
- Tailoring a pitch effectively
- Adopting customer friendly strategy
- Assisting clients courteously

This test can be used for the following:

- Entry Level
- Associate Level
- 1st Level Management
- Mid Management
- Senior Management

Abilities within Customer Centric

Execution

Weak

Weak ability to execute in the following situations: Identifying complaint handling procedure, Adopting focused selling strategy, Tailoring a pitch effectively

Decision Making

Adequate

Adequate ability to decide in the following situations: Identifying complaint handling procedure, Adopting appropriate-routes to support-customers, Collecting client feedback ethically, Addressing customer needs innovatively, Applying positivity towards complaints, Handling customers politely, Tailoring a pitch effectively, Adopting customer friendly strategy, Assisting clients courteously

Situation Analysis

Adequate

Adequate ability to apply situation analysis in the following situations: Identifying complaint handling procedure, Adopting appropriate-routes to support-customers, Addressing customer needs innovatively, Applying positivity towards complaints, Handling customers politely, Adopting focused selling strategy, Tailoring a pitch effectively

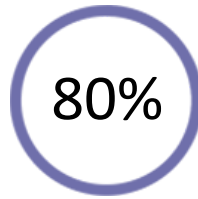
Management

Weak

Weak ability to manage in the following situations: Collecting client feedback ethically, Adopting focused selling strategy, Assisting clients courteously

Marketing & Strategy

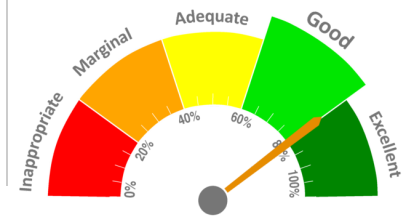
Score



Time taken



Readiness scale



This test assesses Aleem's ability to apply Marketing & Strategy in the following situations:

- Identifying successful communication strategy
- Analyzing problem for decisionmaking
- Identifying co-branding options efficiently
- Knowing importance of target-market
- Choosing brand name smartly
- Coming-up with effective strategies
- Familiarizing with market-research data
- Identifying competitive advantage
- Identifying segmentation correctly
- Dealing with competitive situations

This test can be used for the following:

- Entry Level
- Associate Level
- 1st Level Management
- Mid Management
- Senior Management

Abilities within Marketing & Strategy

Problem Solving

Strong

Strong ability to apply problem solving in the following situations:

Analyzing problem for decisionmaking, Identifying co-branding options efficiently, Knowing importance of target-market, Familiarizing with market-research data, Identifying competitive advantage, Identifying segmentation correctly, Dealing with competitive situations

Decision Making

Strong

Strong ability to decide in the following situations: Identifying co-branding options efficiently, Knowing importance of target-market, Choosing brand name smartly, Coming-up with effective strategies, Identifying competitive advantage, Dealing with competitive situations

Knowledge

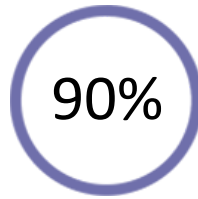
Strong

Strong ability to apply knowledge in the following situations:

Identifying successful communication strategy, Knowing importance of target-market, Choosing brand name smartly, Coming-up with effective strategies, Familiarizing with market-research data, Identifying competitive advantage, Identifying segmentation correctly, Dealing with competitive situations

Team Management

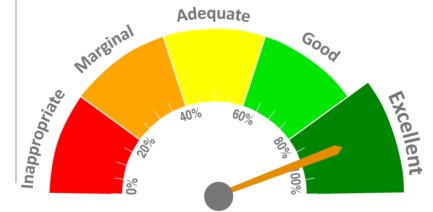
Score



Time taken



Readiness scale



This test assesses Aleem's ability to apply Team Management in the following situations:

- Involving employees during training
- Settling team members\' conflict
- Valuing diversity in team
- Acknowledging team\'s contribution publically
- Counseling members during conflict
- Supporting colleagues in crisis
- Giving incentives for lead-generation
- Breaking-the-ice with team members
- Managing teams in shifts
- Keeping confidentiality of team-members

This test can be used for the following:

- Entry Level
- Associate Level
- 1st Level Management
- Mid Management
- Senior Management

Abilities within Team Management

Planning

Strong

Strong ability to plan in the following situations: Valuing diversity in team, Managing teams in shifts, Keeping confidentiality of team-members

Problem Solving

Strong

Strong ability to apply problem solving in the following situations: Settling team members\' conflict, Counseling members during conflict, Supporting colleagues in crisis, Giving incentives for lead-generation, Breaking-the-ice with team members, Managing teams in shifts, Keeping confidentiality of team-members

Situation Analysis

Strong

Strong ability to apply situation analysis in the following situations: Involving employees during training, Settling team members\' conflict, Acknowledging team\'s contribution publically, Supporting colleagues in crisis, Managing teams in shifts, Keeping confidentiality of team-members

Management

Strong

Strong ability to manage in the following situations: Involving employees during training, Settling team members\' conflict, Valuing diversity in team, Counseling members during conflict, Giving incentives for lead-generation, Breaking-the-ice with team members, Managing teams in shifts

Collaboration

Strong

Strong ability to collaborate in the following situations: Involving employees during training, Valuing diversity in team, Acknowledging team\'s contribution publically, Counseling members during conflict, Supporting colleagues in crisis

Situation Based Testing

Brand Management

70%

+ Strengths in situations of:

- + Focusing business-initiatives on target-market
- + Building brand through market-research
- + Incorporating brand management strategy
- + Using brand cannibalization strategically
- + Ensuring coherent-branding across franchises
- + Dealing with social-media backlash
- + Identifying co-branding opportunities

- Weaknesses in situations of:

- Attracting investors through branding
- Adopting expansion moves strategically
- Handling negative publicity effectively

Customer Centric

50%

+ Strengths in situations of:

- + Identifying complaint handling procedure
- + Adopting appropriate-routes to support-customers
- + Addressing customer needs innovatively
- + Handling customers politely
- + Assisting clients courteously

- Weaknesses in situations of:

- Collecting client feedback ethically
- Applying positivity towards complaints
- Adopting focused selling strategy
- Tailoring a pitch effectively
- Adopting customer friendly strategy

Marketing & Strategy

80%

+ Strengths in situations of:

- + Identifying successful communication strategy
- + Analyzing problem for decisionmaking
- + Identifying co-branding options efficiently
- + Knowing importance of target-market
- + Familiarizing with market-research data
- + Identifying competitive advantage
- + Identifying segmentation correctly
- + Dealing with competitive situations

- Weaknesses in situations of:

- Choosing brand name smartly
- Coming-up with effective strategies

Team Management

90%

+ Strengths in situations of:

- + Settling team members\' conflict
- + Valuing diversity in team
- + Acknowledging team\'s contribution publically
- + Counseling members during conflict
- + Supporting colleagues in crisis
- + Giving incentives for lead-generation
- + Breaking-the-ice with team members
- + Managing teams in shifts
- + Keeping confidentiality of team-members

- Weaknesses in situations of:

- Involving employees during training

Description of abilities being assessed in the tests

Collaboration: The ability to work with others to do a task or to achieve a shared goal.

Decision Making: The ability to select the best alternative from two or more available alternatives in order to achieve an objective or solve a problem.

Execution: The ability to carry out of a plan, order or a course of action in order to produce a desired outcome.

Knowledge: The ability to understand or recall information, such as definitions, concepts, models, principles.

Management: The ability to plan, organize, influence and control any system and its resources.

Planning: The ability to set goals, develop strategies and outline tasks beforehand to accomplish an objective.

Problem Solving: The ability to process, analyze and overcome obstacles to find a solution that best resolves an issue.

Situation Analysis: The ability to scan and study a situation or set of events.
