

3038-21 Level 2 Technical Award in Hair and Beauty Studies
 3038-502 Level 2 Hair and Beauty Studies – Theory exam (1)

March 2022 Mark Scheme

Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q1 a)	<p>1 mark for of the following:</p> <ul style="list-style-type: none"> Barbering* 	*Accept Barber	1	201 1.2 AO1
Q1 b)	<p>1 mark each for any of the following, to a maximum of 3 marks:</p> <ul style="list-style-type: none"> cutting facial skin care / massage shaving beard shaping / facial hair shaping colouring facial waxing*/eyebrow shaping patterns in hair. 	<p>Do not accept hair styling</p> <p>Do not accept perming</p> <p>*Accept any reference to waxing of any area on the face/head.</p>	3	201 1.2 AO1
Q2 a)	<p>1 mark each for any of the following, to a maximum of 1 mark:</p> <ul style="list-style-type: none"> laser treatments cosmetic injections/botox/dermal fillers Microblading/dermaplaning semi-permanent tattooing (e.g. semi-permanent - lip liner, eye liner, brows)* 	*Accept Tattooing	1	201 1.2 AO1
Q2 b)	<p>An explanation which encompasses any 3 of the points below, to a maximum of 3 marks:</p> <ul style="list-style-type: none"> Increases/stimulates blood flow (1) Aids cell renewal (1) Aids mobility (1) Aids the removal of toxins (1) Gives a sense of Wellbeing (1) Relaxes / reduces stress (1) Energises/stimulates the client (1) Relieves tension (1) Reduces muscle pain (1) 		3	201 1.2 AO2

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Q3 a)	<p>1 mark each for any of the following, to a maximum of 2 marks:</p> <p>Place/drop universal indicator into shampoo (1) and visually check the change in colour of the indicator fluid (1)</p> <p>Dip litmus paper* into shampoo (1) and check the change of colour of the paper/check against pH chart (1).</p>	*Accept pH testing strips in place of litmus paper	2	202 1.1 AO1
Q3 b)	<p>1 mark each for any of the following, to a maximum of 4 marks:</p> <p>Hair</p> <ul style="list-style-type: none"> • swell/opens the cuticle (1) • break down/destroy the bonds in the cortex (1) • has a depilatory / hair removal action/hair damage (1) <p>Skin</p> <ul style="list-style-type: none"> • break down skin cells (1) • has exfoliating properties (1) • would burn (1) 	A maximum of 2 marks can be awarded if candidates only explain the effects on one of the structures.	4	202 1.1 AO2
Q3 c)	<p>1 mark each for any of the following, to a maximum of 2 marks:</p> <ul style="list-style-type: none"> • Sebum • Sweat 		2	202 2.2 AO1
Q4	<p>1 mark each for any of the following, to a maximum of 4 marks:</p> <ul style="list-style-type: none"> • The hydrophobic tail / <u>water hating tail</u> (1) embeds itself into the dirt/grease (1) • The hydrophilic head / <u>water loving head</u> (1) breaks the surface water tension (1) • (this process) aids the cleansing of the hair/ removal of dirt/grease * (1). 	<p>Candidate must make reference to both parts of the shampoo molecule to achieve maximum marks</p> <p>*Accept any reference to rinsing away / washing away dirt or grease.</p>	4	202 1.2 AO2
Q5 ai)	<p>1 mark for the following:</p> <ul style="list-style-type: none"> • Preservative / maintains shelf life / anti-fungal / anti-bactericidal/stops mould growing (1) 		1	202 1.3 AO1

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Q5 aii)	<p>1 mark for the following:</p> <ul style="list-style-type: none"> • Colour molecules in a product /adds colour to a product (1) 		1	202 1.3 AO1
Q5 aiii)	<p>1 mark for the following:</p> <ul style="list-style-type: none"> • Helps to prevent/reduce/neutralise free radicals (skin) / helps to reduce the effects of oxidation (1) 		1	202 1.3 AO1
Q5 b)	<p>1 mark for the following:</p> <ul style="list-style-type: none"> • A product which has been tested/ to reduce allergic reactions / unlikely to cause an allergic reaction (1) 		1	202 1.3 AO1
Q6 a)	<p>1 mark each for the following:</p> <p>A. Hair shaft (1) B. Sebaceous gland (1) C. Sweat gland (1) D. Fat cells/subcutaneous layer/hypodermis (1)</p>		4	202 2.1 AO1
Q6 b)	<p>1 mark each for any of the following, to a maximum of 2 marks:</p> <ul style="list-style-type: none"> • To provide nutrients to the hair (1) to aid cell renewal (1) and promote hair growth (1) 		2	202 2.1 AO1
Q6 c)	<p>1 mark for any of the following, to a maximum of 4 marks:</p> <p>Senses:</p> <ul style="list-style-type: none"> - pain*(1) - touch/feel*(1) - heat/cold*(1) - pressure *(1) <p>Response must include a minimum of one of the points below to achieve full marks.</p> <ul style="list-style-type: none"> - which protects the body from harm (1) - regulates body temperature (specific to heat/cold) (1) 	*A maximum of 3 marks can be awarded for the different senses.	4	202 2.1 AO2

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Q7	<p>1 mark each for any of the following, to a maximum of 6 marks:</p> <ul style="list-style-type: none"> • Protective face masks (1) to prevent inhalation through mouth/nose (1) • Eye protection wear (1) to prevent absorption through the eye (1) • Dressing/plaster (1) to cover open cuts/ to prevent passage through the skin (1) • Wear gloves (1) to protect from bodily fluids (1) • Sanitise/wash hands (1) to remove contamination/germs (1) 		6	<p>202 2.2</p> <p>AO2</p>
Q8 a)	<p>1 mark for the following:</p> <ul style="list-style-type: none"> • Alopecia/androgenic baldness (1) 	Do not negatively mark for incorrect spelling.	1	<p>202 2.2</p> <p>AO1</p>
Q8 b)	<p>1 mark for the following:</p> <ul style="list-style-type: none"> • Seborrhoea (1) 	Do not negatively mark for incorrect spelling.	1	<p>202 2.2</p> <p>AO1</p>
Q8 c)	<p>1 mark for the following:</p> <ul style="list-style-type: none"> • Psoriasis (1) 	Do not negatively mark for incorrect spelling.	1	<p>202 2.2</p> <p>AO1</p>
Q9 a)	<p>1 mark for any of the following:</p> <ul style="list-style-type: none"> • To advertise • To promote sales • To increase client • To show/inspire new styles/services/ treatments 	<p>Accept any reference linking to sharing information on products/services OR promoting sales</p> <p>e.g.</p> <ul style="list-style-type: none"> • to aid sales • to illustrate examples of services or products provided within the business 	1	<p>203 1.1</p> <p>AO1</p>
Q9 b)	<p>1 mark for any of the following:</p> <ul style="list-style-type: none"> • reception area (1) • window/door display (1) 		1	<p>203 1.1</p> <p>AO1</p>

Q no.	Acceptable answer(s)	Guidance	Max mks	Ref
Q9 c)	<p>1 mark each for any of the following, to a maximum of 3 marks:</p> <ul style="list-style-type: none"> • To measure the success / impact of the promotion material (1) • To understand what went well/didn't work well (1) • To make improvements / to repeat promotional activity (1) • To create an action plan (1) 		3	<p>203 3.3</p> <p>AO2</p>
Q10	<p>Answer</p> <p>Indicative content:</p> <p>Candidate's reflection may include, but is not limited to, the below considerations.</p> <p>Meeting agenda may include:</p> <p>Financial factors:</p> <ul style="list-style-type: none"> • Viability of the new website – cost versus profit • Budget <p>Design factors:</p> <ul style="list-style-type: none"> • Timeline • Suggested types of design appropriate to the salon branding and target market • How online advertising will affect clientele (interest / familiarity etc.) • Resources – types and costs • Colour scheme / graphics / logo design • Attracting the target market • Interactive appointment booking system • Online platforms - social media / website • Mobile friendly <p>Ethical and social factors:</p> <ul style="list-style-type: none"> • Factors concerning social diversity and inclusion • Factors concerning cultural diversity and inclusion <p>Staff / personnel:</p> <ul style="list-style-type: none"> • The services that each member of staff may offer and how this is presented online • The costs of creating and maintaining the online sites • Hyperlinks to any linked industries which would benefit both parties and how they link 	<p>Band 1 (1 – 4 marks)</p> <p>Response shows a few correctly identified factors which affect the design of the online options with limited explanations. Discussion is not well developed or not always accurate.</p> <p>To access the higher marks in the band, the discussion will include an attempt to link explanations to the scenario.</p> <p>Band 2 (5 – 8 marks)</p> <p>Detailed response covering a reasonable range of factors to consider, showing some depth of understanding through the explanation of how the factors affect the design of the online options. Attempt made to draw some conclusions from the discussion.</p> <p>To access the higher marks in the band, the discussion and justifications will be mainly accurate.</p> <p>Band 3 (9 – 12 marks)</p> <p>Response covers a broad range of relevant factors that are prioritised with discussion and shows an accurate, in-depth level of understanding of why and how the design</p>	12	<p>201 1.1 1.3</p> <p>203 1.1 1.2, 3.1 3.3</p>

	<p>Requirements of legislations relevant to advertising:</p> <ul style="list-style-type: none">• Health & Safety• The Equality Act• Data Protection Act / GDPR• Trades Descriptions etc.• Online safety and security/privacy of the website and its users	<p>factors affect the launch of the online options. Relevant and appropriate conclusions are drawn throughout, using accurate terminology.</p> <p>To access the higher marks in the band, the content will show breadth and depth across a range of online options. The discussion is well balanced, presented in a logical way with conclusions that are fully justified.</p>		
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