

3038-505

Level 2 Technical Award in Hair and Beauty Studies

Level 2 Hair and Beauty Studies – Theory Exam



Q1	Name three services carried out by a nail technician. (3 marks)			
	Acceptable answer(s)	Guidance	Max mks	Ref
	1 mark each for any of the following, to a maximum of 3 marks: <ul style="list-style-type: none"> • Manicure (1). • Pedicure (1). • Nail art/air brushing (1). • Extensions/acrylic nails (1). • Nail polish/gel polish/gel nails (1). • Paraffin wax (1). • Massage (leg/arm/hand/foot) (1). 		3	3038-201-1.2 AO1

Q2	Give two key features of women's hairstyles worn in Ancient Greece. (2 marks)			
	Acceptable answer(s)	Guidance	Max mks	Ref
	1 mark each for any of the following, to a maximum of 2 marks: <ul style="list-style-type: none"> • Braids/plaits (1). • Waves/Curls (1). • Hair lightening/sun bleached/lightened (1). • Headdress/wreath/band/ornamentation (of cloth/leather/leaves)/jewellery (1). • Hair worn long (1). • Hair fastened up/tied back/hair up (1). 		2	3038-201-2.1 AO1

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Q3	Explain how product pricing can affect a beauty salon.			
	(3 marks)			
	Acceptable answer(s)	Guidance	Max mks	Ref
<p>1 mark each for any of the following, to a maximum of 3 marks:</p> <ul style="list-style-type: none"> • Price wars Two or more salons lower prices (1) to increase/steal clients/gain a higher market share (1) can risk profits going down (1). • Pricing structure Luxury/expensive items/services priced higher (1), prices can give client expectation of type of salon (high/low end) (1) less clients may buy the products** (1) but can make higher profits*** (1). Competition with other salons and retail stores (1), clients/customers may choose other business (1) affecting salon viability (1). • Low prices* (1) Attracts more clients (1) less profit/take less money per sale/need more sales/clients to increase profits* (1). • High prices* (1) Need fewer sales/clients** (1) to make (higher) profits/take more money***(1). 	<p>*Do not award additional mark for opposite response; however, marks may be awarded for different reasoning/justification(s). ** and *** do not award repeated responses.</p>	3	3038-201-2.2 AO2	

Q4a	State three hairdressing products with a pH value of 8-14.			
	(3 marks)			
	Acceptable answer(s)	Guidance	Max mks	Ref
<p>1 mark each for any of the following, to a maximum of 3 marks:</p> <ul style="list-style-type: none"> • Lightening products/bleach (1). • Perm lotion (1). • Relaxing agents/relaxers* (1). • Permanent colours/para dye/hair dye (1). 	<p>*Do not accept straighteners as this is not industry terminology.</p>	3	3038-202-1.1 AO1	

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Q4b	Explain two effects on the hair structure of using a strong alkali product. (4 marks)			
	Acceptable answer(s)	Guidance	Max mks	Ref
	1 mark each for any of the following, to a maximum of 4 marks: <ul style="list-style-type: none"> • Opens the cuticle scales/swells the hair (1) becomes more porous (1) this allows products/chemicals to enter the cortex/hair (1). • Damages/breaks the hair/makes it brittle/dries it out (1), loses its elasticity (1) if overprocessed/left on too long (1), it has a depilatory action/hair will disintegrate* (1). 	*Accept falling off, do not accept falling out.	4	3038-202-1.1 A02

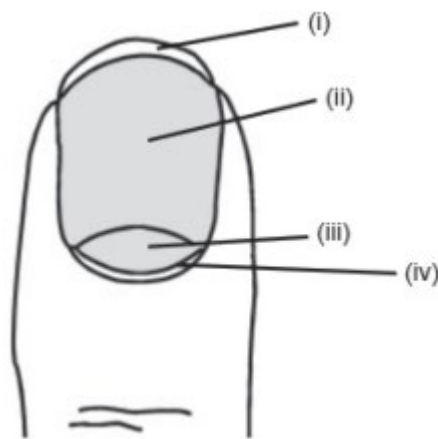
Q5	Explain the scientific principles of using a shampoo to cleanse the hair. (6 marks)			
	Acceptable answer(s)	Guidance	Max mks	Ref
	1 mark each for any of the following, to a maximum of 6 marks: <ul style="list-style-type: none"> • Shampoo molecules are surfactants (1) that act as a <u>wetting agent</u> (1). • Hydrophilic head/water loving head (1) breaks the water's surface tension (1). • Hydrophobic tail/water hating tail (1) bonds with oil/dirt (1). • The shampoo keeps the immiscible (oil and water) from separating (1) to emulsify/mix together (1) and be held in suspension (1) (until rinsed away). 	Accept hydrophilic and hydrophobic terms even if the follow-on description is incorrect.	6	3038-202-1.2 A02

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Q6a	Describe the function of each of the following substances: a) UV filters. (2 marks)			
	Acceptable answer(s)	Guidance	Max mks	Ref
	1 mark each for any of the following, to a maximum of 2 marks: <ul style="list-style-type: none"> To absorb/reflect UV rays/protect the skin from the sun (1) to reduce sunburn (1) and risks of skin cancer (1). 		2	3038-202-1.3 AO2

Q6b	b) Humectant. (2 marks)			
	Acceptable answer(s)	Guidance	Max mks	Ref
	1 mark each for any of the following, to a maximum of 2 marks: <ul style="list-style-type: none"> To preserve/attract/absorb <u>moisture</u> content (in products) (1) to stop them drying out/to hydrate (1). 		2	3038-202-1.3 AO2

Q6c	c) Hypoallergenic. (2 marks)			
	Acceptable answer(s)	Guidance	Max mks	Ref
	1 mark each for any of the following, to a maximum of 2 marks: <ul style="list-style-type: none"> To reduce/prevent the risk of allergic reactions* (1) when used on sensitive skin (1). 	*Must include reason/implied reason for reducing/preventing the risk of allergic reaction.	2	3038-202-1.3 AO2

Q7a	Name the nail structures in Figure 1 .			
				
(3001 Candidate Pack v4-1 – City & Guilds) Figure 1				
(4 marks)				
Acceptable answer(s)		Guidance	Max mks	Ref
1 mark each for the following, to a maximum of 1 mark: <ul style="list-style-type: none"> i) Free edge (1). ii) Nail plate/nail bed (1). iii) Lunula*/half-moon (1). iv) Cuticle/eponychium (1). 		Do not accept any other terminology. *Accept variation of spelling as long as it does <u>not</u> refer to another nail structure.	4	3038-202-2.1 AO1

Q7b	Explain the function of the nail structure (iv) in Figure 1 .			
(2 marks)				
Acceptable answer(s)		Guidance	Max mks	Ref
1 mark each for any of the following, to a maximum of 2 marks: <ul style="list-style-type: none"> • Acts as a barrier/protects the matrix/nail (bed)/lunula/skin/ (1) from bacteria/infections/pathogens (1). 			2	3038-202-2.1 AO2

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Q8a	Dandruff is a non-contagious skin disorder.			
	List four other non-contagious skin disorders that may affect services in hair and beauty.			
	(4 marks)			
	Acceptable answer(s)	Guidance	Max mks	Ref
	1 mark each for any of the following, to a maximum of 4 marks: <ul style="list-style-type: none"> • Seborrhoea/greasy scalp (1). • Eczema (1). • Psoriasis (1). • Keloids (1). • Acne (1). • Sebaceous cyst (1). • Dermatitis (1). • In-growing hair (1). • Vitiligo (1). • Rosacea (1). 	Do not accept alopecia as this is a hair condition. Do not accept vertigo as a spelling error as this is a different type of disorder. Do not accept dandruff as it is already named in the stem.	4	3038-202-2.2 AO1

Q8b	Explain how a shampooing service may be affected by a client with dandruff.			
	(2 marks)			
	Acceptable answer(s)	Guidance	Max mks	Ref
	1 mark each for any of the following, to a maximum of 2 marks: <ul style="list-style-type: none"> • Service can be carried out (1) by using a medicated/anti-dandruff/tea-tree/zinc pyrithione/selenium shampoo (1) to help removal of dead skin cells/create healthy scalp (1), • Water temperature might need to be cooler (if the scalp is sensitive) (1), adapt massage movement/firm massage/friction massage/less pressure if scalp is sensitive (1). 		2	3038-202-2.2 AO2

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Q9a	Name two different types of ingredients used to add pigment to hair and beauty products. (2 marks)			
	Acceptable answer(s)	Guidance	Max mks	Ref
	1 mark each for any of the following, to a maximum of 2 marks: <ul style="list-style-type: none"> • Dihydroxyacetone/DHA (1). • Paraphenylenediamine* (1). • Para-toluenediamine (sulfate)* (1). 	*Will accept para-dye for 1 mark. *Do not accept hair dye. Accept incorrect spelling of types of ingredients.	2	3038-202-1.3 AO1

Q9b	Name the type of substance for each of the following effects: (2 marks)			
	i) Has a drying effect on the skin. ii) Calming effect to reduce erythema.			
	Acceptable answer(s)	Guidance	Max mks	Ref
1 mark each for the following, to a maximum of 2 marks: <ul style="list-style-type: none"> i) Astringent/toner (1). ii) Soothing/aloe vera/emollient* (1). 	*Do not accept moisturiser.	2	3038-202-1.3 AO1	

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Q10	State two hair styling techniques that can be used to create curls. (2 marks)			
	Acceptable answer(s)	Guidance	Max mks	Ref
	1 mark each for any of the following, to a maximum of 2 marks: <ul style="list-style-type: none"> • Blow-drying/drying using a round brush (1). • Thermal styling/using tongs/straightener/wands/heated rollers/heating irons (1). • Scrunch dry/diffuser (1). • (Wet/dry) set/rollers/bendy rollers (curling rod/heatless curlers)/pin curls (1). 	Accept either the styling technique or an example of equipment used to carry out the technique.	2	3038-203-2.1 AO1

Q11	Explain how the Trade Descriptions Act impacts the planning process of creating a window display. (3 marks)			
	Acceptable answer(s)	Guidance	Max mks	Ref
	1 mark each for any of the following, to a maximum of 3 marks: <ul style="list-style-type: none"> • Salons must accurately describe their goods/services (1) and not make false claims/not say it does something that it doesn't (1). • It is a criminal offence/breaches legislation to falsely describe goods/services (1), salon can be sued/fined (1). 		3	3038-203-1.2 AO2

Q12	<p>A town centre beauty salon has decided to rent part of the salon to a make-up artist. To advertise this new service offered in the beauty salon, the employer has asked the make-up artist to design and create an information leaflet to explain the services they will be carrying out.</p> <p>Discuss the factors to consider when designing and creating the information leaflet.</p> <p style="text-align: right;">(12 marks)</p>			
	Acceptable answer(s)	Guidance	Max mks	Ref
	<p>Indicative content: Candidate’s discussion may include, but is not limited to, the below considerations.</p> <p>Financial factors:</p> <ul style="list-style-type: none"> • Viability of the information leaflet. • Costs of resources/products to design and create the information leaflet. • Pricing structures for the information leaflet. • Any offers/incentives. <p>Design factors:</p> <ul style="list-style-type: none"> • How the information leaflet will be designed. • Theme or colour trend. • Use of brand logos. • Identifying and attracting the target market. • Length of the information leaflet. • Who and what will be in information leaflet. • Storyboard/mood board. • Signage. <p>Ethical and social factors:</p> <ul style="list-style-type: none"> • Factors concerning social diversity and inclusion – language used in the advertisement. • Factors concerning cultural diversity and inclusion – people used in the advertisement. • Accessibility for hearing/visually impaired. • Eco friendly image/materials. <p>Staff/personnel needed to create the information leaflet:</p> <ul style="list-style-type: none"> • Expertise of staff eg: designer, proof checker. <p>Requirements of legislations relevant to advertising:</p> <ul style="list-style-type: none"> • Health & Safety at Work Act. • The Equality Act. • Trade Descriptions Act. • Consumer legislation. • Data protection/confidentiality. 	<p>Band 1 (1 – 4 marks) Response shows a few correctly identified factors which affect designing and creating an information leaflet, 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) Detailed response covering a reasonable range of factors, showing some depth of understanding through the explanation of how the factors affect designing and creating an information leaflet. 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) Thorough and accurate response covering a broad range of factors. Discussion shows an in-depth level of understanding of why and how the factors affect designing and creating an information leaflet. Relevant and appropriate conclusions are drawn.</p> <p>To access the higher marks in the band, the discussion will be</p>	12	201, 202, 203 (integrated)

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		comprehensive, well balanced, presented in a logical way with conclusions which are fully justified.		
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