

6003-21 level 2 Technical Certificate in Beauty Retail

2018

Qualification Report

Contents

Introduction.....	3
Qualification Grade Distribution.....	4
Theory Exam.....	5
Grade Boundaries	5
Chief Examiner Commentary	7
Synoptic Assignment.....	11
Grade Boundaries	11
Principal Moderator Commentary	12

Introduction

This document has been prepared by the Chief Examiner and Principal Moderator; it is designed to be used as a feedback tool for centres in order to enhance teaching and preparation for assessment. It is advised that this document is referred to when planning delivery and when preparing candidates for City & Guilds Technical assessments.

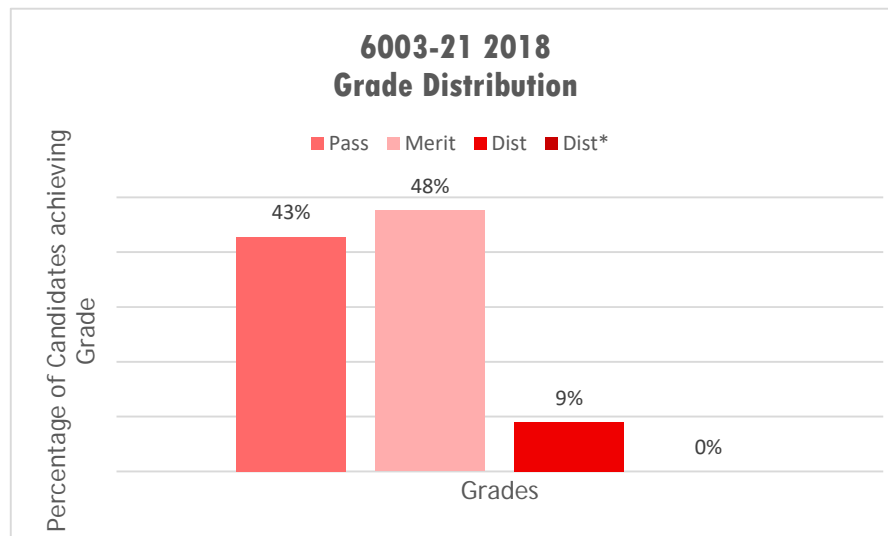
This report provides general commentary on candidate performance in both the synoptic assignment and theory exam. It highlights common themes in relation to the technical aspects explored within the assessment, giving areas of strengths and weakness demonstrated by the cohort of candidates who sat assessments in the 2018 academic year. It will explain aspects which caused difficulty and potentially why the difficulties arose.

The document provides commentary on the following assessments;

- 6003-022/522 Level 2 Beauty Retail – Theory exam
 - February 2018
 - May 2018
- 6003-023 Level 2 Beauty Retail – Synoptic Assignment

Qualification Grade Distribution

The grade distribution for this qualification is shown below;



Please note City & Guilds will only report qualification grades for candidates who have achieved all of the required assessment components, including Employer Involvement, optional units and any other centre assessed components as indicated within the Qualification Handbook. The grade distribution shown above could include performance from previous years.

Theory Exam

Grade Boundaries

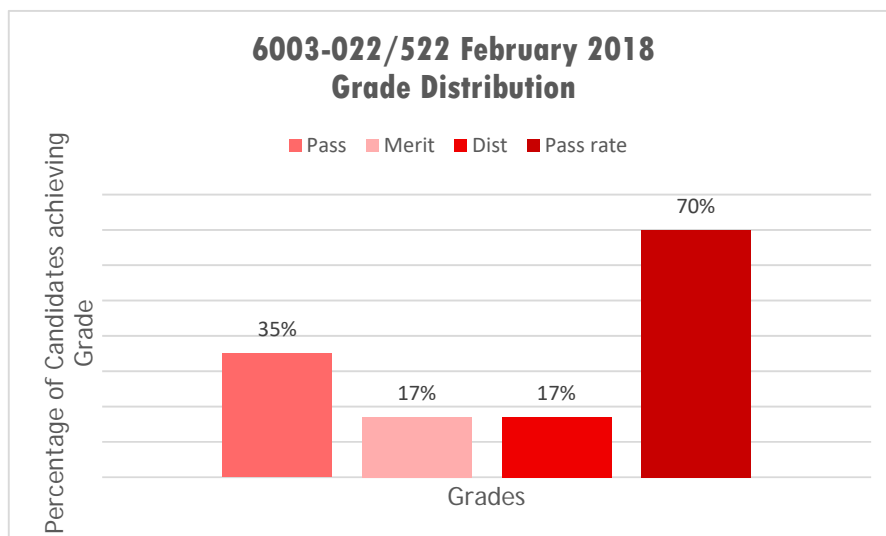
Assessment: 6003-022/522

Series: February 2018

Below identifies the final grade boundaries for this assessment, as agreed by the awarding panel;

Total marks available	60
Pass mark	22
Merit mark	30
Distinction mark	39

The graph below shows the distributions of grades and pass rate for this assessment;

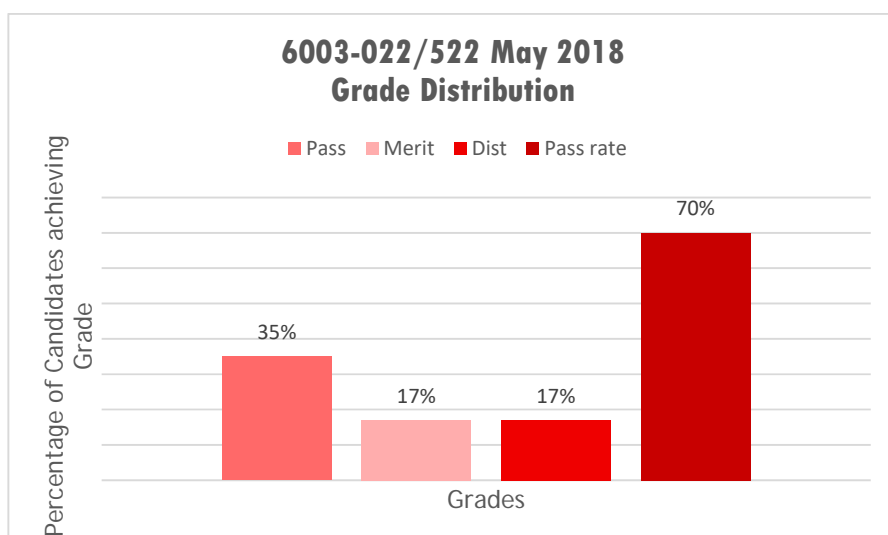


Assessment: 6003-022/522
Series: May 2018

Below identifies the final grade boundaries for this assessment, as agreed by the awarding panel;

Total marks available	60
Pass mark	22
Merit mark	30
Distinction mark	39

The graph below shows the distributions of grades and pass rate for this assessment;



Chief Examiner Commentary

6003-022/522 Level 2 beauty Retail - Theory exam

Series 1 – February 2018

This was the first cohort to sit the 6003-022/522 Level 2 Technical Certificate in Beauty Retail- Theory exam. It should be noted that future exams will sample different topics and learning outcomes from the qualification, so this commentary relates to the February 2018 examination only.

Overall the paper enabled candidates to be stretched and challenged at a good Level 2 standard. Candidates that were successful in this examination showed that they could use industry specific knowledge and understanding sufficiently in order to work independently and successfully in a Beauty Retail environment. There was a broad range of total marks achieved for this question paper which shows that the paper differentiated across candidates.

Candidates will benefit from practising examination techniques when preparing for this examination. Candidates need to be encouraged to spend time reading and re-reading the questions before attempting to answer. Candidates also need to be prepared for the different types and structures of questions contained within the paper and need to be familiar with the variety of command verbs.

Candidates were struggling with questions where they were required to explain their understanding in a structured manner; their responses lacked depth and breadth. They often missed opportunities to gain additional marks as they provided limited responses which inadequately demonstrated understanding when the question required them to explain. Candidates would benefit from referring to the 'Guide to Examination' document which has been produced for centres who offer City & Guilds Level 2 Technical Certificate in Beauty Retail. It has been produced specifically to support the preparation of candidates to take the examinations.

Many candidates struggled with differentiating between beauty retail and beauty therapy as responses showed answers that were more focused on beauty therapy. There was poor knowledge displayed for health and safety legislations such as Health and Safety Act, COSHH or RIDDOR, as many candidates provided beauty therapy related answers which were not industry specific. There was also a limited range of knowledge for personal hygiene expectations in the beauty retail industry as candidate responses referred to beauty therapy guidelines.

Overall there was a poor understanding of mathematical calculations of Average Transaction Value (ATV) and Average Unit Sales (AUS) which are imperative for beauty retail candidates to understand when working in the industry.

Many candidates showed good understanding of brand awareness as well as good knowledge of products throughout the exam.

The majority of candidates showed a lack of knowledge and understanding for customer service and how it can impact sales for the industry, as many of the responses were not answered fully. There was limited range of techniques given for increasing Average Unit Sales (AUS), as most candidates could only provide one or two statements, missing the opportunity to gain higher marks by providing a linked explanation.

The majority of candidates showed excellent knowledge and understanding of complaints on the shop floor.

Extended response question

The extended response question is intended to draw on knowledge from across the qualification. A range of marks were achieved, however, candidates missed the opportunity to gain marks in the top band. Marks were lost where candidates showed they did not read or think about the question as many responses were in the form of bullet points. Responses also demonstrated a lack of justification

in regards to the store being a stand-alone and not in a department store. However most responses did show a good knowledge of how social media influences sales and stores.

Some candidates' responses showed high level discussions of how to increase sales as well as staff training, setting targets and incentives for staff which showed a higher level of understanding. However, overall many candidates suggested points which were irrelevant to the question being asked as they did not fully support or understand requirements of the beauty retail industry. Many candidates gave general suggestions but did not link it back to the stand-alone store or provide any justifications for options chosen.

Candidate responses should be in the form of a well considered and balanced evaluation, which show the opportunities that the store can make use of, as well as considering the advantages of a range of sales techniques. Candidates are encouraged to end their evaluation with a clear conclusion.

Overall, candidates did not score high marks in the extended response question. The ability to compare, justify, discuss and evaluate is the quality which receives the greatest marks.

Series 2 – May 2018

The paper performed well and was of a standard both clearly at the appropriate level and similar in content, range and difficulty to the paper taken in February 2018. The language was at the appropriate level and there should have been no problems for the candidates in understanding the questions. There was a broad range of total marks achieved for this question paper which shows that the paper differentiated across candidates.

Overall the paper enabled candidates to be stretched and challenged at a good Level 2 standard. Candidates that were successful in this examination showed that they could use industry specific knowledge and understanding sufficiently in order to work independently and successfully in a Beauty Retail environment.

This was the second cohort to sit the 6003-022/522 Level 2 Beauty Retail - Theory exam. It should be noted that future exams will sample different topics and learning outcomes from the qualification so this commentary relates to the May 2018 examination only.

Candidates need to be encouraged to explain their reasoning for answers to show a higher level of understanding. Candidates should also spend time reading and re-reading the questions before attempting to answer.

Similar to February, the short state, describe questions were answered better than the questions that required a detailed explanation and justification.

Candidates often struggled with questions where they were required to explain their understanding in a structured manner; their responses often lacked depth and breadth. They sometimes missed opportunities to gain additional marks as they provided limited responses which inadequately demonstrated understanding when the question required them to explain.

Responses were limited where candidates were asked to explain benefits of a promotional activity. Many candidates responded with brief basic bullet point responses, missing the opportunity to gain higher marks by providing follow-on explanations.

The majority of candidate's responses demonstrated a lack of understanding of the process of dealing with a customer's rejection of a skin care product. Many candidates responded with brief basic responses, such as 'give customer another product' or 'refund money' missing the opportunity to gain higher marks by providing follow-on explanations.

Many candidates had a good understanding of the skin care routine that would be recommended to a customer with dehydrated skin. However some candidates only gave the very basic responses such as cleanse, tone and moisturise making no reference to the type of product that would benefit dehydrated skin.

Many candidates showed excellent knowledge of questioning techniques that can be used during the sales process, signals a customer would display when looking to purchase a product and factors to consider when selecting the colour of nail products.

Extended response question

The extended response question is intended to draw on knowledge from across the qualification. A range of marks were achieved mainly within the middle band, however, candidates missed the opportunity to gain marks in the top band as they seemed to fail to read that they need to maximise their sales target in the short term as responses referred to long term proposals. Some candidates gave clear and detailed options on how to maximise sales targets. It must be emphasised to candidates that they must read thoroughly and absorb the scenario before attempting to answer.

Candidate responses should be in the form of a well-considered and balanced evaluation, which show the opportunities that the store can make use of, as well as considering the advantages of a range of sales techniques. Candidates are encouraged to end their evaluation with a clear conclusion.

Overall, candidates did not score high marks in the extended response question. The ability to compare, justify, discuss and evaluate is the quality which receives the greatest marks.

Candidates will benefit from practising examination techniques when preparing for this examination. Candidates also need to be prepared for the different types and structures of questions contained within the paper and need to be familiar with the variety of command verbs, as well as the need to read each question carefully and to respond clearly to the question given in the depth required.

Centres are reminded of the City & Guilds Technicals 'Exam Guides' available here

<https://cdn.cityandguilds.com/ProductDocuments/Beauty and Complementary Therapies/Beauty/6003/6003 Level%202/Assessment Materials/6003-21 Technicals exam document 2018 v1-0.pdf>

Synoptic Assignment

Grade Boundaries

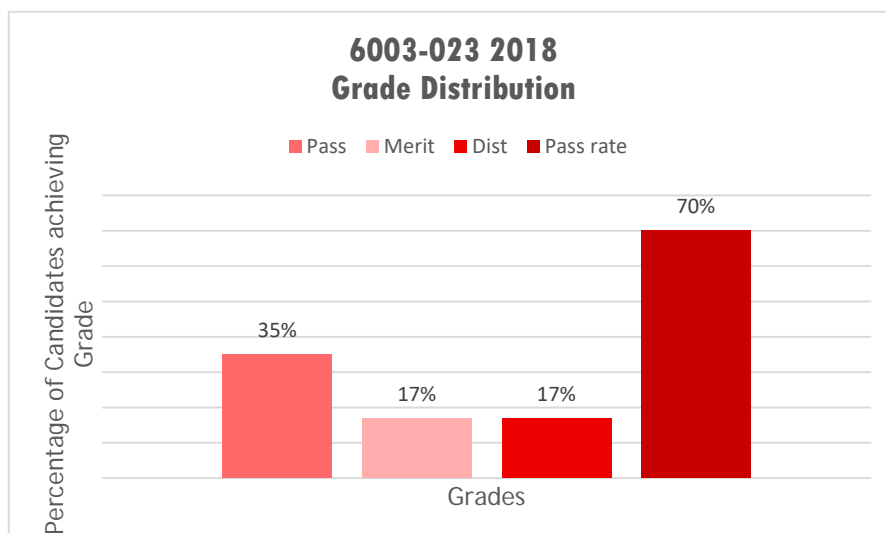
Below identifies the final grade boundaries for this assessment, as agreed by the awarding panel;

Assessment: 6003-023

Series: 2018

Total marks available	60
Pass mark	23
Merit mark	34
Distinction mark	45

The graph below shows the distributions of grades and pass rate for this assessment;



Principal Moderator Commentary

The assignment brief and tasks provided were sufficient to explain the areas in which the candidate should research and the areas on which they should report, comment and perform various practical tasks. The tasks are a true reflection of real working practices where the candidate had to first plan the promotion detailing sales targets, marketing materials, an action plan and justifications of their choices. Once the plan is in place the candidate had to carry out the promotion interacting with customers. They had to deal with at least three customers whose profiles were detailed in the synoptic assessment pack. The candidate had to gather customer feedback and use this when evaluating their promotion. Photographic evidence was also required to support task 2 showing the promotional counter, promotion displays and materials.

Some candidate's promotion involved only lipsticks which made it quite difficult to achieve the targeted sales. Other promotions involved a mix of skin care and make-up which made achieving the targeted sales more realistic. Many candidates gained consistent marks across the tasks without the use of prompts.

Higher achieving candidates showed consistency throughout the synoptic assessment and this was reflected in marks allocated across the assessment objectives. There was a definite divide between the higher and lower candidates. The higher scoring candidates worked to a high standard meeting the needs of the customers by demonstrated exceptional ability to use selling techniques and interact and engage with customer in a confident and enthusiastic manner. The lower scoring candidates demonstrated minimal interaction with customers and a lack of enthusiasm and confidence when using limited selling techniques.

Higher scoring candidates excelled in their preparation and presentation of the promotional counter showing confidence when dealing with the customers. Whereas, lower scoring candidates seemed to lack confidence when approaching and dealing with customers.

The photographic evidence required for task 2 and for most was of good quality showing the promotional counter with products, displays and promotional materials that were created.

AO1 – The candidates in the lower bands demonstrated limited knowledge of products within the promotion. The higher scoring candidates demonstrated comprehensive knowledge across the range and this was also demonstrated in the promotional materials.

AO2 – The lower scoring candidates lacked product understanding when talking to customers. Whereas the higher scoring candidates showed flow with their understanding of products on sell. To gain more marks candidates need to demonstrate their understanding with more explanations, justifications and depth. This would have provided stronger evidence that the candidate understood concepts rather than able to recall knowledge.

AO3 - The lower scoring candidates lacked confidence when talking to and interacting with potential customers. The higher scoring candidates enthusiastically engaged with customers demonstrating good rapport and sales techniques, good product application techniques, and excellent ability to adapt to a variety of situations.

AO4 – The lower scoring candidates seemed to miss opportunities when selling and did not link to the customer's needs. The higher scoring candidates linked their planning of the promotion to engaging customers and selling products as well as matching complementary products, used closing sales techniques and showed an excellent ability to sell and explain features and benefits of products simultaneously.

AO5 – In general candidates prepared professional promotional stands and the higher scoring candidates were focussed on the customer without being distracted whereas the lower scoring candidates at times were distracted and not focussed on the client's needs.

Best practice

Centres are reminded to check documentation before uploading onto the moderation portal to ensure that the marks corresponded to the marks on the Centre Record Forms (CRF).

Best practice was observed where the markers used the practical observation feedback sheets and made detailed and justified commentary based on what they saw during each stage of the assessment and made clear reference to the AO's and the band descriptors.

It would be beneficial for candidates to be able to promote a product range instead of or alongside a make-up product range as this will enable them to create realistic sales targets that would be more achievable

Centres are reminded to clearly label and annotate photographic evidence be clearer and with the candidate name enrolment number.

Centres are encouraged to refer to the Appendix 1 of the synoptic assignment regarding the three customer profiles and to remind candidates to capture customer feedback from these three customers.