6003-522 MAY 2018
Level 2 Technical Certificate in Beauty Retail
Level 2 Beauty Retail – Theory Exam

Monday 21 May 2018
09:30 – 12:00

Candidate name (first, last)
First
Last
Candidate enrolment number
Date of birth (DDMMYYYY)
Gender (M/F)
Assessment date (DDMMYYYY)
Centre number
Candidate signature and declaration*

• If any additional answer sheets are used, enter the additional number of pages in this box.
• Please ensure that you staple additional answer sheets to the back of this answer booklet, clearly labelling them with your full name, enrolment number, centre number and qualification number in BLOCK CAPITALS.
• All candidates need to use a black/blue pen. Do not use a pencil or gel pen.
• If provided with source documents, these documents will not be returned to City & Guilds, and will be shredded. Do not write on the source documents.

*I declare that I had no prior knowledge of the questions in this assessment and that I will not divulge to any person any information about the questions.

You should have the following for this examination
• a pen with black or blue ink

General instructions
• Use black or blue ball-point pen.
• The marks for questions are shown in brackets.
• This examination contains 12 questions. Answer all questions.
• Answer the questions in the spaces provided. Answers written in margins or on blank pages will not be marked.
• Cross through any work you do not want to be marked.
1. What do the following acronyms used in beauty retail stand for?
   a) USP.  (1 mark)
   b) CRM.  (1 mark)
   c) VM.  (1 mark)

2. Explain the benefits of using social media to promote brands in the beauty retail industry.  (6 marks)
3 State **three** in-store management roles within beauty retail stores. (3 marks)

4 State **three** questioning techniques that can be used during the sales process. (3 marks)

5 A customer is not happy with a skin care product and has returned it to the beauty counter.

   Explain how to deal with the customer’s rejection of the product in this situation. (6 marks)
6 State **four** signals a customer would display when looking to purchase a product. (4 marks)

7 Explain the benefits of a promotional activity on a beauty counter. (6 marks)
8 Explain the skin care routine that would be recommended to a customer with dehydrated skin. (6 marks)

9 State **three** functions of the skin. (3 marks)
10 Explain which products should be recommended for use on a customer with recently coloured hair. 

(4 marks)

11 State four factors that a customer would consider when selecting the colour of nail products. 

(4 marks)
12 It’s the end of the week and the beauty counter needs to hit the week’s target of £1500. It is currently at £1430. There are three members of staff working and it is nearly closing time. Two customers approach the counter and appear interested in the new facial product and make-up range.

Discuss ways in which the team can maximise their sales target. (12 marks)