



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

Level 2 Beauty Retail - Theory Exam

- 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.

6003	3-522		21 May 2018
1	Wh a)	at do the following acronyms used in beauty retail stand for? USP.	(1 mark)
	b)	CRM.	(1 mark)
	C)	VM.	(1 mark)
2	Exp reta	lain the benefits of using social media to promote brands in the beauty ail industry.	(6 marks)
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3	State three in-store management roles within beauty retail stores.	(3 marks
	State three questioning techniques that can be used during the sales process.	(3 marks
	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

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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)
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Explain the skin care routine that would be recommended to a customer with dehydrated skin.	(6 marks)
State three functions of the skin.	(3 marks

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0	Explain which products should be recommended for use on a customer with recently coloured hair.	(4 marks)
	State four factors that a customer would consider when selecting the colour of	
	nail products.	(4 marks)

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It's the end of the week and the beauty counter needs to hit the week's target of ± 1500 . 12 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)