

6003-022 MARCH 2018

Level 2 Technical Certificate in Beauty Retail

Level 2 Technical Certificate in Beauty Retail – Theory exam

Marking scheme

Q	Knowledge answer(s)	Guidance	Max marks
1	Health and Safety at Work Act Control of Substances Hazardous to Health Regulations (COSHH) Manual Handling Operations Regulations.	1 mark each for any of the following	2
2	<ul style="list-style-type: none"> Professionalism of adviser (1) which build customer loyalty/base (1) Knowledge of established brands (1) which is useful for prospective employment (1) Knowledge of the different brand images (1) which aids jobs prospects and sales on the shop floor (1) Brand knowledge builds customer relationships (1) which leads to an increase of sales (1) Knowledge of brand ethics (1) helps adviser to advise customer correctly (1) 	<p>1 mark each for each identification to a maximum of 3, 1 mark for the linked explanation</p> <p>Do not allocate more than 1 mark for the same explanation listed against more than 1 identification</p>	6
3	Clean and tidy nails. Manicured nails. Clean and well-groomed hair. Clean and smart clothes/shoes. Fresh body odour/breathe.	1 mark each for any of the following	4
4	Positive facial expressions. Eye contact. Open arms. Posture.	1 mark each for any of the following	3
5	<ul style="list-style-type: none"> Actively listen (1) to gain an understanding of the customer's complaint (1). Ensure body language and verbal language is approachable/adapted (1) as this will provide reassurance to the customer (1). Refer to company/store policies (1) by checking the receipts and products (1) and refer to a line manager if unable to deal with complaint (1) and remain calm/professional throughout (1) 	1 mark each for each identification to a maximum of 3 1 mark for the linked explanation	6
6	ATV: Sales (£2164) divided by Units Sold (32) = £67.63 AUS: Units Sold (32) divided by No. Of customers (26) = 1.23 units	2 marks for correct working and 2 marks correct figure	4
7	<ul style="list-style-type: none"> Ask open ended questions (1) which can establish more of the customer's needs (1) Link selling (1) which would complement product/s (1) Provide a demonstration (1) which can engage the customer (1) Introduce a promotional product/ gift purchase 	1 mark each for each identification to a maximum of 3. 1 mark for the linked explanation.	6

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	<p>(1) which can lead to additional sales</p> <ul style="list-style-type: none"> • Ask if there is any presents she needs to purchase (1) which can lead to additional sales (1) • Introduce smaller items /impulse purchases at the cash wrap/till (1) which can lead to additional sales (1) 	Do not allocate more than 1 mark for the same explanation listed against more than 1 identification	
8	Floral Oriental Woody Fresh	1 mark for each of the following	4
9	<ul style="list-style-type: none"> • It provides a stronger protective coat to the nail (1) that reduces damage/chipping/scratches/peeling over time (1). • Seals the nail varnish (1) which prolongs durability to make nail polish lasts longer (1). • Top coat helps nail polish dry fast faster (1) which makes the curing process more efficient. (1) 	1 mark each for each identification to a maximum of 2, 1 mark for the linked explanation	4
10	<ul style="list-style-type: none"> • Used to target specific skin conditions (1 as it ensures better absorption of moisturiser (1) to increase effectiveness (1). • It has added nutrient benefits (1) which enhances the moisturiser used afterwards (1). 	1 mark each for any of the following	3
11	<ul style="list-style-type: none"> • Protects the skin against the sun (1) and the environment (1) which stops the skin drying out (1). • It is used for managing specific skin conditions (1) to prevent aging/ oily/dry/sensitive skin (1). • It provides a barrier of moisture to the skin's surface (1) which helps maintain the skins natural balance (1). 	1 mark for each of the following	3
12	Oil based Water based Foaming Cream Balm	1 mark for each of the following	3
13	<p>Indicative content May include, but not limited to the following:</p> <ul style="list-style-type: none"> • Store group understanding- Higher spend per customer. Looking for presents for friends, family and self-purchase, stand-alone store • Image of brand- setting up of new promotion in store, using collateral, using the product on self 	<p>Band 1 (1-4 marks) Basic one sided discussion, with few examples used to illustrate a clear understanding of the industry and the ways to improve sales for the store. Points raised were unclear and often</p>	12

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	<p>and ensuring staff are trained in product. Use of experts in store.</p> <ul style="list-style-type: none"> • Sales Targets- Use of sales sheets to work out target • Sales Techniques- link selling, upselling and the use of open and closed questions. Introducing the new product to every customer in store. Use of customer loyalty cards and contacting CRM based customers to come in and try product. Use of any Gift with purchase (GWP) offers in store. • Advertising- Going the extra mile, looking for customers outside of store to try product. Using social media to promote the store and products. Linking all sales to the new launch. • Use of demonstrations- Link selling during demonstrations to other makeup items to compliment lipstick. (Skincare and additional makeup) Use of contraindications when applying makeup for professionalism. • Communication - methods of communication , methods of questioning <p>Methods of encouraging repeat business, providing value added experience.</p>	<p>inaccurate or irrelevant. Little or no comparison made between the various options available for increasing sales performance. Little or no links have been made between the reaching the sales targets and the suggestions made to reach the target. The final conclusion is not supported by the relevant sales techniques.</p> <p>To access the higher marks within the band, the candidate has shown an understanding of the beauty retail environment and made some attempt to draw a conclusion of the ways in which the store can increase and meet the sales target.</p> <p>Band 2 (5-8 marks) Detailed discussion, with several options for increasing the store's sales target considered and supported with examples. Points raised are generally relevant and the candidate has attempted to calculate individual sales targets for the team, but lacks depth of understanding to make a full calculation. Some evidence of conclusion made, with some justification of sales techniques.</p> <p>To access the higher marks in the band, the response will detail more options available in the store and outside environments and the sales techniques used are fully justified.</p> <p>Band 3 (9-12 marks)</p>	

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		<p>Comprehensive and clear evaluation made, with a clear, in depth understanding of the beauty retail industry and different sales techniques discussed. A wide range of relevant and accurate options are discussed in depth and supported by examples. The candidate has correctly calculated individual sales targets for the team. Clear and well supported links between the points made and why this will increase sales performance. A well considered and balanced evaluation has been provided to show the opportunities that the store can make use of. The candidate has considered advantages of the range of sales techniques discussed, and come to a clear conclusion. Their final choices are fully justified and supported.</p> <p>To access the higher marks in the band, the candidate has shown imagination and innovation when considering options available to the store and in making final suggestions. The candidate has correctly calculated individual sales targets for the team and given examples of average unit sales and customers needed to achieve this. The candidate also considers long term options for meeting sales targets and thinks further than the Christmas season target that the store is trying to meet.</p>	

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		Total marks	60