6003-022/522 – Level 2 Beauty Retail

Chief Examiner Report

Introduction

This document has been prepared by the Chief Examiner, it is designed to be used as a feedback tool for centres to use in order to enhance teaching and preparation for assessment. It is advised that this document be referred to when preparing to teach and then again when candidates are preparing to sit examinations for City & Guilds Technical qualifications.

This report provides general commentary on candidate performance and 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 the February 2018 examination series. It will explain aspects which caused difficult and potentially why the difficulties arose, whether it was caused by a lack of knowledge, poor examination technique or responses that failed to demonstrate the required depth of understanding.

The document provides commentary on the following assessments;
6003-022/522 Level 2 Beauty Retail.

Theory Exam – February 2018

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

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

Chief Examiner Commentary

6003-022/522 Level 2 Beauty Retail - Theory Exam

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, COSSHH 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.