6003-522 FEBRUARY 2018
Level 2 Technical Certificate in Beauty Retail
Level 2 Beauty Retail – Theory Exam (1)

Wednesday 28 February 2018
09:30 – 12:00

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 13 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.

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1. State **two** Health and Safety legislations that apply when working in beauty retail. (2 marks)

2. Explain the importance of brand awareness to a beauty retail sales assistant. (6 marks)

3. List **four** personal hygiene expectations when working on a beauty counter. (4 marks)
4 State **three** non-verbal behaviours shown by the customer when buying a product. (3 marks)

5 Explain how to deal with a customer complaint on the shop floor. (6 marks)

6 Calculate the Average Transaction Value (ATV) and Average Unit Sales (AUS) for a sales period of 30 days. Show your working out.
   - No. Of Customers: 26
   - Sales: £2164
   - Units Sold: 32
   (4 marks)
7 Explain the techniques that can be used to increase the Average Unit Sales (AUS) when a customer has selected to buy only one product. (6 marks)

8 State the types of fragrance which can influence customer choice. (4 marks)
9. Explain the benefits of using a top coat nail product. (4 marks)

10. Explain the importance of using a serum product. (3 marks)
11 Explain the importance of using a day moisturiser. (3 marks)

12 State three types of cleansers that can be found on a beauty retail shop floor. (3 marks)
13 A stand-alone nail store has a new product launch of gift sets. The store target is to sell 100 gift sets and there are four staff members. The number of customers visiting the store is lower than the visitors to a department store, however it is the lead up to a busy sales period.

Discuss ways to meet the store target. (12 marks)