

**Qualification: 6003-21-022/522 Level 2 Technical Certificate in Beauty Retail –
Theory Exam
May 2018**

1a	What do the following acronyms used in beauty retail stand for? USP.		
	Acceptable answer(s)	Guidance	Max mks
	One mark for the following: <ul style="list-style-type: none"> Unique selling point. 	Do not accept just Unique Selling.	1
1b	What do the following acronyms used in beauty retail stand for? CRM.		
	Acceptable answer(s)	Guidance	Max mks
	One mark for the following, <ul style="list-style-type: none"> Customer relationship manager. 		1
1c	What do the following acronyms used in beauty retail stand for? VM.		
	Acceptable answer(s)	Guidance	Max mks
	One mark for the following: <ul style="list-style-type: none"> Visual merchandising. 		1

2	Explain the benefits of using social media to promote brands in the beauty retail industry.		
	Acceptable answer(s)	Guidance	Max mks
	<p>One mark for each to a maximum of three, one mark for the linked explanation to a maximum of six marks:</p> <ul style="list-style-type: none"> • Bloggers/Influencers can demonstrate products on live feeds/recorded videos (1) to show how products can be used (1) which will result in reaching a wider market (1) • Use of social media means more choice for customers (1) which can lead to viewers choosing to trust blogger/influencer over than sales advisors(1) because they do not work for the brand so they are non-biased (1) so will give a more authentic review of usage of product(1) • Social media platforms have a larger audience (1) with regular advertisements/product placements(1) so the use of discount codes/competitions on social media raises brand awareness (1) which would increase sales(1) 	Would not allocate more than one mark for the same explanation listed against more than one identification.	6
3	State three in-store management roles within beauty retail stores.		
	Acceptable answer(s)	Guidance	Max mks
	<p>One mark for each of the following, to a maximum of three marks:</p> <ul style="list-style-type: none"> • Supervisor. • Assistant manager. • Counter/business manager. • Floor/store manager. • Senior sales assistant. 		3
4	State three questioning techniques that can be used during the sales process.		
	Acceptable answer(s)	Guidance	Max mks
	<p>One mark for each of the following, to a maximum of three marks:</p> <p>Open questions Probing questions Closed questioning.</p>		3

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.		
	Acceptable answer(s)	Guidance	Max mks
	<p>One mark each for each identification to a maximum of three, one mark for the linked explanation to a maximum of six marks:</p> <ul style="list-style-type: none"> • Acknowledge the customer's objection by actively listening (1) to gain an understanding of the customer's complaint (1). • Ensure body language and verbal language is adapted (1) as this will provide reassurance to the customer (1). • Define the customers' needs by more questions (1) so that you can offer alternative products (1) • Refer to company/store policies (1) by checking the receipts and products (1) • Refer to a line manager if unable to deal with the situation (1) and remain calm/professional throughout (1) 		6
6	State four signals a customer would display when looking to purchase a product.		
	Acceptable answer(s)	Guidance	Max mks
	<p>One mark for each of the following, to a maximum of four marks:</p> <ul style="list-style-type: none"> • Spending time looking at a particular product. • Asking specific questions about a product. • Discussing prices. • Holding money/purse/wallet. • Displaying positive body language. 		4
7	Explain the benefits of a promotional activity on a beauty counter.		
	Acceptable answer(s)	Guidance	Max mks
	<p>One mark each for each benefit to a maximum of three, one mark for the linked explanation to a maximum of six marks:</p> <ul style="list-style-type: none"> • Introduces the product/s to new customers (1) to boost sales targets (1) • Creates activity and a buzz around counter (1) and this would attract new customers (1) • Increases brand awareness in other parts of the store/department (1) how? Please add expansion point 	Would not allocate more than one mark for the same explanation listed against more than one identification.	6

	<ul style="list-style-type: none"> Introduces a cult product to customers and other staff(1) which leads to increase in product knowledge (1) Can lead to link selling (1) by discussing a range of options (1) which leads to extra sales/add on sales (1) Boost staffs morale (1)to create a positive selling area (1) Increases the companies' customer database(1) which aids planning for future activities (1) 		
8	Explain the skin care routine that would be recommended to a customer with dehydrated skin.		
	Acceptable answer(s)	Guidance	Max mks
	<p>One mark each for each method to a maximum of three, one mark for the linked explanation to a maximum of six marks:</p> <ul style="list-style-type: none"> Skin care routine to be carried out morning and evening (1) to prevent further dehydration (1) Use of cream base cleanser (1) with a high oil content (1) and will prevent the skin drying out further (1) Use a mild alcohol free toner/spritzer (1), as this will prevent tightening of the skin's surface(1) Use a cream moisturiser (1) that has higher oil content (1) and a humectant (1) as this prevents water loss (1) allow time for the moisturiser to soak in (1) Every 3/4 days use a gentle exfoliator (1) to aid desquamation of the dead skin cells(1) 		6
9	State three functions of the skin.		
	Acceptable answer(s)	Guidance	Max mks
	<p>One mark for each of the following, to a maximum of three marks:</p> <ul style="list-style-type: none"> Protection. Absorption. Secretions. Sensation. Heat secretion. Vitamin D production. 		3
10	Explain which products should be recommended for use on a customer with recently coloured hair.		
	Acceptable answer(s)	Guidance	Max mks

	<p>One mark for each identification to a maximum of two, one mark for the linked explanation to a maximum of four marks:</p> <ul style="list-style-type: none"> • Hair mask treatment for coloured treated hair (1), which can repair dry, damaged hair (1) • Protection products (1) which will prolong lasting colour (1) and prevent damage and dryness from heat (1) • A gentle shampoo for coloured hair (1) which will protect the colour/keep it at its best (1) and keep it from fading(1) • A conditioner (1) which will nourish/ hydrate the hair (1) 		4
11	State four factors that a customer would consider when selecting the colour of nail products.		
	Acceptable answer(s)	Guidance	Max mks
	<p>One mark for each of the following, to a maximum of four marks:</p> <ul style="list-style-type: none"> • Trends/media. • Clothing they are wearing. • Event (i.e. wedding, party, celebration). • Seasonal. • Skin tone. • Nail Designs. 		4
12	<p>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.</p>		
	Acceptable answer(s)	Guidance	Max mks
	<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 brand. Points raised were unclear and often inaccurate or irrelevant. Little or no comparison made between the various options available for increasing sales performance or with existing brands within the industry. Little or no links have been made between the information presented and suggestions made. Reasons for the choices made are not supported within a final conclusion.</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 brand can improve its sales.</p> <p>Band 2 (5-8 marks)</p>	<p>Indicative content:</p> <ul style="list-style-type: none"> • Professionalism on counter- Maintaining friendly, approachable, understanding • Discuss the customers' requirements • Offer a make-up demonstration using the range, make customers feel special, take time when doing the demonstration, • Set up of demonstration- Abiding by hygiene standards, use of hygiene tools • Carry out demonstration- Choose appropriate products 	12

	<p>Detailed discussion, with several options for improving the brand's success considered and supported with examples. Points raised are generally accurate and the candidate has attempted to make comparisons between the various options available, but lacks depth of understanding to make a full comparison. Some evidence of conclusion made, with some justification for choices.</p> <p>To access the higher marks in the band, the response will be clear and choices made are fully justified.</p> <p>Band 3 (9-12 marks) Comprehensive and clear evaluation made, with a clear, in depth understanding of the beauty retail industry, sales options and products evidenced. A wide range of relevant and accurate options are discussed in depth and supported by examples. Clear and well supported links between the points made and why this will improve sales performance. A well-considered and balanced evaluation has been provided, with other brands used as a comparison to show the opportunities that the brand can make use of. The candidate has considered advantages and disadvantages of the range of options 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 brand and in making final suggestions. The candidate also considers long term options for sales and thinks further than the annual target that the brand is trying to meet.</p>	<ul style="list-style-type: none"> • Link sell other products that will make customer have better results • Explain features and benefits of products and correct use • Close the sale. 	
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