

6003-022/522

## Level 2 Beauty Retail – Sample Questions

Version 1.1 – September 2017

Please note this is not a complete sample theory exam, this document consists of sample questions from across the test specification.

Candidate	Name	Date	DD/MM/YY
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- 1 What do the following Beauty Retail acronyms stand for? (1 mark)
- a) AUS.
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- b) POS. (1 mark)
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- 2 State **three** benefits to a brand of using social media to attract customers. (3 marks)
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- 3 Explain the use of questioning techniques throughout the customer journey. (6 marks)
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4 State **two** factors that must be considered to ensure a successful product promotion. (2 marks)

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5 Explain why sales targets are used within beauty retail. (4 marks)

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6 Describe the characteristics of the following beauty retail distribution channels.  
a) Department stores. (2 marks)

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b) Stand-alone stores. (2 marks)

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7 a) List **four** contra-actions that could occur after applying a beauty product. (4 marks)

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b) State **two** actions to take to remedy the situation. (2 marks)

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8 Explain the main benefits of demonstrating products on counter. (6 marks)

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9 State **two** hair conditions which can influence the choice of hair care product. (2 marks)

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10 A luxury brand, which has counters in several department stores, is underperforming by minus 35% to their annual sales target after 6 months of the year. The brand sells skin care and a small amount of make-up products.

Discuss the ways in which the brand can improve their sales performance. (12 marks)

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