

2762-202 The world of hair and beauty

Practice question paper mark Scheme

Duration: 1 hour, 30 minutes

Number of marks: 60

Learning outcomes	Assessment criteria	Ques. No	No of marks	Total marks	%
1 Understand the global nature of the hair and beauty sector	a Explain the global environment in which hair and beauty industries operate and the interdependences between them and related industries	6	6	20	33
	b Describe how the social, environmental, ethical and sustainability issues affect hair and beauty industries	7 8 9	3 2 3		
	c Explain how iconic hair and beauty products, equipment and manufacturing have influenced social and economic developments	10	6		
2 Know the career opportunities within the hair and beauty sector	a State the importance of general employability skills in the hair and beauty sector and related industries	1	5	18	30
	b Describe a range of job roles, training routes, qualifications and career pathways relevant to employment in the hair and beauty sector	2 3	3 6		
	c State career opportunities in related industries	4	4		
3 Understand the market for hair and beauty products	a Explain the supply chain of products and equipment in the hair and beauty sector	13	6	22	37
	b explain the key factors which may impact on the supply and demand of products and services	12	3		
	c State how key economic factors influence the global market place and in turn affect the demand for hair and beauty products and services	11	9		
	d Explain the communication techniques used to buy and sell products in the hair and beauty sector	5	4		
Total			60	60	100

Level 2 Principal Learning in Hair and Beauty Studies, 2762-202 The world of hair and beauty – Practice question paper mark scheme

Learning outcome	Question number	Marking guidance	Marks	Comments
2a	1 a)	<p>Identify two employability skills required when working in the hairdressing industry.</p> <p>Answer 1 mark each for any two of the following:</p> <ul style="list-style-type: none"> • Ability to work in teams • Ability to work independently/self management • Ability to use own initiative • Good communication skills • Willingness to learn • Flexible working • Customer care • Positive attitude • Personal/professional ethics • Leadership • Creativity • Any other suitably correct answer 	Maximum of 2	
2a	1 b)	<p>Select one of these employability skills and explain how this skill can be applied in an industry other than hairdressing and beauty.</p> <p>Answer 1 mark for selecting an appropriate industry other than hair and beauty, for example:</p> <ul style="list-style-type: none"> • travel and tourism • sport and leisure • hospitality and catering • creative and media • retail <p>or any other suitably correct answer</p>	Maximum of 3	

Learning outcome	Question number	Marking guidance	Marks	Comments
2b	2	<p>Describe the following job roles within the hair and beauty sector:</p> <p>Answer 1 mark for each job role with reference to:</p> <ul style="list-style-type: none"> • Stylist - running a column/own clientele, carrying out a range of hairdressing services • Reflexologist - carrying out consultations, massage treatments on feet and hands • Nail technician - Carrying out basic nail treatments and manicure/pedicure 	Maximum of 3	
2b	3 a)	<p>Give four qualifications and/or training routes specifically suitable for a career in beauty therapy.</p> <p>Answer 1 mark each for each of the following:</p> <ul style="list-style-type: none"> • VRQs L1 - 3 • NVQs L2-3 • Named specialist short courses • School links, entry levels, level 1 VRQ/NVQ • Principal Learning 14-19 - NVQ/VRQ L2-3 • Apprenticeships 	Maximum of 4	
2b	3 b)	<p>Give two types of qualifications specific to a career in hairdressing.</p> <p>Answer 1 mark each for any 2 of the following:</p> <ul style="list-style-type: none"> • NVQs L2, 3 in Hairdressing • VRQs L1, 2, 3 in Hairdressing 	Maximum of 2	

		<ul style="list-style-type: none"> • Principal Learning 14 - 19 • Short specialist courses 		
2c	4	<p>Identify one different possible career opportunity in related industries for each of following:</p> <p>Answer 1 mark for each industry with a different correct answer.</p> <ul style="list-style-type: none"> • Beauty therapist - Spa therapy, alternative/complementary therapy, aromatherapy, Sports massage, media make-up (TV/film/theatre), sales/technical representative, marketing, business/salon management, sales representative/technician, nail technician • Hairstylist - Fashion industry eg cat-walk/fashion magazine stylist, media (TV/film/theatre stylist), sales, marketing, manufacturer's technical representative, salon/business management, wig-making, tutor/lecturer • Barber - Sales, marketing, manufacturer's technician/skills team, college lecturer/tutor, business management, wig-making, media (TV/film, theatre) • Nail technician - Retail technical support/ sales, business management, marketing, manufacturer's sales representative/technician <p>Any other suitably correct answer.</p>	Maximum of 4	

3d	5	<p>Explain how each of the following communication methods are used in different ways to sell hair and beauty products:</p> <p>Answer Each method must be different, with a maximum of 1 mark per method. For example, one from each of the following:</p> <p>Leaflets</p> <ul style="list-style-type: none"> • Inform clients within the salon about new product or service/treatment ranges • Inform clients on product usage, treatment/service maintenance. <p>Posters</p> <ul style="list-style-type: none"> • Promote products/services/treatments by attracting attention of potential new clients • Salon promotion as part of a display to attract old and new clients <p>Advertisements</p> <ul style="list-style-type: none"> • Promote new salon to potential clients • Promote new service to new and existing clients • Promote special offers to new clients • Promote new staff member to a range of potential clients • Attract new clients • Attract a wider customer/client audience into the salon <p>Spoken/verbal</p> <ul style="list-style-type: none"> • Personal advice to clients on service/treatment suitability • Personal advice to clients home/after care advice • Professional recommendation of products, services/treatments to clients 	Maximum of 4	
1a	6 a)	<p>Explain how the spa therapy industry complements other industries within the hair and beauty sector.</p> <p>Answer 1 mark each for any two of the following:</p>	Maximum of 2	

		<ul style="list-style-type: none"> • Referral of clients from other hair and beauty industries for holistic/complementary therapies • May help to boost the beauty business with referral of clients • Support of alternative and specialist services to hair and beauty industries • Offers more diversity with treatments and other related services • Offers treatments that might help/improve some beauty treatments • Any other suitable correct answer 		
1b	6 b)	<p>Explain four differences between a large and small spa therapy business.</p> <p>Answer 1 mark each for any four of the following:</p> <p>Reference to larger businesses</p> <ul style="list-style-type: none"> • has the resources to offer more services • wider range of alternative/complementary treatments • may be more accessible with opening hours/days • more diversity of services/treatments • any other suitable correct answer • <p>Reference to smaller businesses</p> <ul style="list-style-type: none"> • limited resources • fewer services offered • limited treatment range • opening hours may not be as flexible • may offer a more personal service • friendly approach/atmosphere • possibly limited access to finance • any other suitable correct answer 	Maximum of 4	

Learning outcome	Question number	Marking guidance	Marks	Comments
1b	7	<p>Describe three ways of addressing environmental issues when using hairdressing products.</p> <p>Answer 1 mark each for three of the following:</p> <ul style="list-style-type: none"> • Recycling • Waste disposal of sharps, soiled materials, chemicals etc. • Products that are ozone affecting/eco friendly/fair trade 	Maximum of 3	
1b	8	<p>Describe one ethical issue related to hair and beauty products.</p> <p>Answer 1 mark for recognising issue, 1 mark for correctly describing the issue accept any of the following:</p> <ul style="list-style-type: none"> • animal testing - controversy other cruelty and suffering of animals for the testing of beauty products • artificial products - chemicals used in artificial products causing skin allergies/irritation 	Maximum of 2	
1b	9	<p>Explain how high unemployment can affect the hair and beauty business.</p> <p>Answer 1 mark each for reference to any three of the following:</p> <ul style="list-style-type: none"> • Less demand for salon services and products • Fewer people employed in the hair and beauty sectors • Slow down in business growth • Business closures • Increase in freelance stylists/practitioners 	Maximum of 3	

		<ul style="list-style-type: none"> Any other suitably correct answer 		
1c	10 a)	<p>Identify one product that has influenced developments within the hair and beauty industry over the last ten years for each of the following:</p> <p>Answer 1 mark each for identifying any of the following products:</p> <ul style="list-style-type: none"> Hairdressing - hair extensions, hypo-allergenic products, other suitable products correctly identified Beauty therapy - acrylic or gel nail extensions, tanning products, hypo-allergenic products, any other suitable correct answer 	Maximum of 2	
1c	10 b)	<p>Explain how nail services have influenced growth and development within the hair and beauty industry.</p> <p>Answer 1 mark each for any four of the following: answers must show an understanding of</p> <ul style="list-style-type: none"> new product development of nail extensions development of new/improved techniques (nail art) fashionable shapes/styles media icons training developments specific to nail industry accessibility increase demand, business growth/new business growth 	Maximum of 4	
3c	11	<p>Explain how the following factors affect the demand on hair and beauty services:</p> <p>Answer 1-3 marks = limited explanation. May include reference to 1 factor only. 4-6 marks = clear explanation. May include references to 2 factors only. 7-9 marks = comprehensive explanation. Includes references to all 3 factors.</p>		

		<p>High Inflation</p> <ul style="list-style-type: none"> • Increase costs of materials/products, utilities, rising wages, increase business expenditure, higher prices passed of to the customer. • Prices could raise quicker than wages resulting pricing out of reach of the customer. • Fewer services carried out, fewer customers could result in redundancies/unemployment. • Business may start to lose money. <p>Increase in employment</p> <ul style="list-style-type: none"> • Increase in disposable income, increase in spending on luxury products and services • Service demand • Business growth • Results in less time to spend money when working • Service hours may have to be more flexible/longer opening hours <p>Exchange rate of the British pound (sterling)</p> <ul style="list-style-type: none"> • High value of the pound - lower costs of imported goods, resulting in reasonable/more affordable service costs, increase in business demand • Lower value of the pound - Increase in raw materials, increases business costs, increase in prices of services, less affordable services, decrease in demand. 	Maximum of 9	
3b	12	<p>Explain how product demand can be affected by publicity.</p> <p>Answer 1 mark of each of the following:</p> <ul style="list-style-type: none"> • Bad publicity equates to a drop in demand • Good advertising equates in an increase • Poor advertising equates in no/little change • Any other suitably correct answer 	Maximum of 3	
3a	13	Describe the supply chain process for hair and beauty products.	Maximum of 6	

		<p>Answer 1-2 marks = limited description. May include reference to 1 link only. 3-4 marks = clear description. May include references to 2- 3 links only. 5-6 marks = comprehensive description. Includes references to 3 - 4 links.</p> <p>References to the following links:</p> <ul style="list-style-type: none">• Manufacturer - design and development• Wholesaler - repackage, cash and carry/deliver• Retail outlets - salons/Internet suppliers/high Street/supermarket• Customer <p>Any other suitably correct answer</p>		
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