

3038-21-002/502 Level 2 Technical Award in Hair and Beauty Studies – Theory Exam

June 2018

1	State the era for each of the following historical looks.		
	a) Cupid's bow lips. b) The Mullet hairstyle. c) Dramatic black kohl eye liner. d) Victory rolls. e) Twiggy's pale eye shadow.		
	Acceptable answer(s)	Guidance	Max mks
	a) 1920s b) 1980s c) Dramatic black kohl eye liner – Ancient Egyptian d) Victory rolls / 1940s e) Twiggy's pale eyeshadow / 1960s		1 1 1 1 1
2	State the pH value of each of the following.		
	i) Shampoo. ii) Hair relaxing agents. iii) Hair conditioner. iv) Lightening products.		
	Acceptable answer(s)	Guidance	Max mks
	i) pH 6-8 ii) pH 10-12 iii) pH 3.5-6 iv) pH 9-10.5	Accept any individual values within the ranges or the range itself.	1 1 1 1

	b) Explain the effects on the hair structure of leaving an alkaline product on for too long.		
	Acceptable answer(s)	Guidance	Max mks
	<p>1 mark for each correct answer, up to 4 marks:</p> <p>Damaging the cuticle, making the hair look dull (1) and feel rough/over porous (1)</p> <p>Cortex damage e.g. Hydrogen/salt linkages break (1) Breaks the stronger disulphide linkages (1) causing the hair to lose elasticity (1)</p> <p>Polypeptide chains weaken, causing the hair to break (1) Could act as a depilatory which can destroy the hair (1).</p>	Candidate must refer to two effects to achieve full marks.	4
3	a) Describe how sun protection products work.		
	Acceptable answer(s)	Guidance	Max mks
	<p>1 mark for each correct answer, up to 4 marks:</p> <p>Forms a barrier on the skin (1) slows down the tanning / burning process (1) physical sunscreens reflect the sunlight (1) chemical sunscreens absorb the UV light (1) while hydrating the skin (1).</p>		4
	b) Describe two features of a good sun protection product.		
	Acceptable answer(s)	Guidance	Max mks
	<p>1 mark for each correct answer, up to 2 marks:</p> <p>Broad-spectrum sunscreens are better at protecting the skin (1) they are designed to protect against both UVB and UVA (1) high factor sunscreen, giving better protection (1) waterproof products last longer (1)</p>		2

4	a) Name the layer of the skin where fat cells are stored.		
	Acceptable answer(s)	Guidance	Max mks
	subcutaneous layer / hypodermis		1
	b) Explain the function of nerve endings found in the skin.		
	Acceptable answer(s)	Guidance	Max mks
	<p>1 mark for each correct answer, up to 4 marks:</p> <p>Function Detects / respond to stimuli (1) Explanation Senses pain so that the body can be protected (1)</p> <p>Function Sense touch for awareness of surroundings / comfort (1) Explanation To avoid injury and/or stay comfortable (1)</p> <p>Function Sense heat and cold (1) Explanation To respond to danger and/or respond to the body's requirements (1)</p> <p>Function Sense pressure (1) Explanation For awareness of surroundings / comfort (1)</p>	<p>A maximum of 2 marks can be awarded for functions provided.</p> <p>A maximum of 2 marks can be awarded for explanations provided.</p>	4

5	Explain the impact that celebrities have on the hair and beauty sector.		
	Acceptable answer(s)	Guidance	Max mks
	<p>1 mark for each correct answer, up to 3 marks.</p> <p>Increased the market share by introducing a vast range of products / services / equipment (1) Demand is due to visibility in the media (1) peer pressure to copy the latest fashion worn by celebrities (1).</p>		3
6	Salons often use design imagery to promote business growth.		
	a) State two methods of gaining feedback on designs used in a salon.		
	Acceptable answer(s)	Guidance	Max mks
	<ul style="list-style-type: none"> • Self-evaluation • Peer assessment • Review of others – clients, teachers etc. 	Accept any two .	2
	b) Explain the importance of a salon gaining feedback on their designs.		
Acceptable answer(s)	Guidance	Max mks	
<p>1 mark for each correct answer, up to 3 marks:</p> <p>To judge the results of using the design (1) to make realistic comparisons (1) to ensure the product / process is /are successful (1) to make steps for future improvements (1).</p>		3	

7 Using the table below, name the ingredient that matches the function.

Function	Ingredient
Preservative/anti-fungicidal/anti-bacterial.	
To maintain shelf life.	
To prevent bacterial infection of the skin.	
To preserve moisture content.	

Acceptable answer(s)

Guidance

**Max
mks**

1 mark for each correct answer, up to **4 marks**.

Function

Preservative /anti-fungicidal / anti-bacterial

Ingredient

Parabens (1)

Function

To maintain shelf life

Ingredient

Stabilisers (1)

Function

To prevent bacterial infection of the skin

Ingredient

Antiseptics (1)

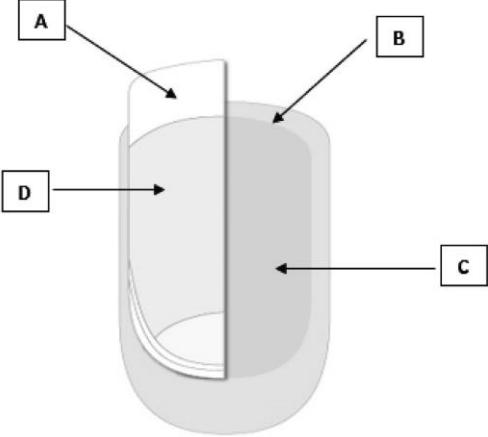
Function

To preserve moisture content

Ingredient

Humectants (1)

4

8	<p>a) Label the diagram of the nail.</p> 		
	Acceptable answer(s)	Guidance	Max mks
	<p>A - Free edge B - Hyponychium C - Nail bed D - Nail plate</p>		4
	<p>b) Explain the function of two of the parts of the nail identified in a).</p>		
	Acceptable answer(s)	Guidance	Max mks
	<p>1 mark for each correct answer, up to 2 marks.</p> <p>Free edge – hardened or keratinised barrier that protects the finger tips (1)</p> <p>Hyponychium – protects nail bed by forming a seal or barrier (1)</p> <p>Nail bed – provides the blood supply to the nail for healthy nail growth (1)</p> <p>Nail plate – hardened or keratinised protective shield that protects the finger from damage (1)</p>		2
9	<p>a) Define the term pathogen.</p>		
	Acceptable answer(s)	Guidance	Max mks
	<p>Causing disease (1) micro-organism /germs / bacteria / viruses / fungi (1)</p>		2

	b) Explain the body's internal defences to bacteria.		
	Acceptable answer(s)	Guidance	Max mks
	<p>1 mark for each correct answer, up to 4 marks.</p> <p>Skin is the first line of defence (1) skin forms a water proof protective barrier (1) immune system fights disease (1) white blood cells (leukocytes) surround pathogens rendering them harmless (1) antibodies (part of the immune system) neutralises pathogens (1) histamine mucous membranes, tears, earwax, mucus, and stomach acid are all examples of the body's natural immune defence (1).</p>		4
10	<p>Mandy works for a hair and beauty wholesaler. She has been asked to create a display that promotes a new, ethically-aware skin care company.</p> <p>Discuss the approaches Mandy might take when planning the promotion.</p>		
	Acceptable answer(s)	Guidance	Max mks
	<p>Indicative content</p> <p>Candidate's discussion may include, but is not limited to, the below considerations.</p> <p>Creating a promotional display - Resource factors:</p> <ul style="list-style-type: none"> • Size of the site and cost of the promotional material with regards to company budget • Timescales of creating the material • Specialist products/equipment/samples needed for the promotion Location of the display/material within the store • The purpose of the display/material • Suggested styles of design appropriate to marketing the company • Types of promotional materials and the best placement of these. Leaflets / samples / signs / business cards / media e.g. TV or slide show • Advertising the functions and benefits of new products and their ingredients • Advertising the company ethics. Animal testing / organic ingredients etc. • Demographic / target market relating to social and cultural diversity <p>Legal requirements relating to the company, selling and promotion:</p>	<p>Band 1 (1 – 4 marks) Response identifies a narrow range of factors to consider but is limited and lacks complexity. Discussion is not well developed or balanced. A lack of justification is apparent.</p> <p>To access the higher marks in the band, the discussion will contain only some relevant points and may provide limited reasoning.</p> <p>Band 2 (5 – 8 marks) Response covers a good range of approaches taken and factors to consider, showing reasonable depth of understanding of how the factors affect the promotional material. Some conclusions are drawn from the discussion.</p> <p>To access the higher marks in the band, the response will be clear, balanced with accurate points made which are supported and show some justification.</p> <p>Band 3 (9 – 12 marks)</p>	12

	<ul style="list-style-type: none"> • To comply with Trades Description Act when describing/advertising to ensure the products fits the description • To comply with Consumer Safety Regulations • To comply with Sale of Goods Act • To comply with Data Protection Act <p>Links to other businesses:</p> <ul style="list-style-type: none"> • Whether links are made, in the placement of displays or otherwise, to other, linked businesses which could benefit the company 	<p>Thorough and accurate response covering a broad range of approaches taken and relevant factors with discussion that shows a broad understanding of why and how the factors affect the company and promotion. Factors have been fully considered with appropriate conclusions with some justifications.</p> <p>To access the higher marks in the band, the discussion will be comprehensive, well balanced, presented in a logical way with conclusions fully justified</p>	
--	---	---	--