



# 3038-002/502 Level 2 Hair & Beauty Studies - Sample Mark Scheme

Version 1.1 – September 2017

## Sample Mark Scheme

<b>1</b>		
a. List <b>two</b> methods of testing the pH of a skin product.	(2 marks)	(3 marks)
b. Identify the approximate pH value of hair conditioners.	(1 mark)	
<b>Answer</b>		
1a. One mark each for any two of the following:		
<ul style="list-style-type: none"> <li>• Litmus paper</li> <li>• Universal indicator</li> <li>• pH meter</li> </ul>		
1b.		
Any answer within acidic range 3.5 - 6		

<b>2</b>		
Explain the effects of different strength alkaline products on the hair structure.		(4 marks)
<b>Answer</b>		
One mark each to include explanation from any one of the following (maximum 4 marks):		
<ul style="list-style-type: none"> <li>• Opens the cuticle, making the hair look dull and feel rough</li> <li>• The hair begins to swell and become porous</li> <li>• Hydrogen linkages become broken causing hair to be more elastic/weak</li> <li>• Salt linkages become broken causing hair to be more elastic/weak</li> <li>• Damages the cortex (by breaking disulphide linkages - they may not say this but still deserve a mark) causing the hair to lose elasticity</li> <li>• Polypeptide chains become broken, causing the hair to break</li> <li>• Very strong alkalis act as a depilatory which can destroy the hair</li> <li>• Examples can be given in relation to alkalis used in chemical hair treatments (colour / perm / relaxer) to act as a catalyst within hair services</li> </ul>		

<b>3</b>		
List <b>five</b> functions of the skin.		(5 marks)
<b>Answer</b>		
One mark each for any five of the following:		
<ul style="list-style-type: none"> <li>• Absorption</li> <li>• Sensation</li> <li>• Elimination of waste</li> <li>• Secretion</li> <li>• Protection</li> <li>• Regulation of heat</li> <li>• Produces vitamin D</li> </ul>		

<b>4</b>		
Identify <b>three</b> services carried out by a barber.		(3 marks)
<b>Answer</b>		
One mark each for any three of the following:		
<ul style="list-style-type: none"> <li>• Shaving</li> <li>• Massage</li> <li>• Cutting (men's) hair / Etching</li> </ul>		

- Styling (men's) hair
- Facial hair cutting
- Facial skincare
- Colouring
- Perming

5	
State the role of a trichologist.	(1 mark)
<b>Answer</b> Identifies/treats a range of hair and scalp disorders.	

6	
Explain using examples, how a salon could benefit from using design to advertise their business.	(5 marks)
<b>Answer</b> Two marks maximum available for identifying designs. <ul style="list-style-type: none"> <li>• Product or equipment packaging</li> <li>• Brand logos</li> <li>• Salon interiors (retail stands, décor, window displays)</li> <li>• Web pages</li> <li>• Promotional material (leaflets, business cards, signage, window displays, product displays, email, social media, television)</li> </ul> One mark each for any three of the following benefits (maximum 3 marks): <ul style="list-style-type: none"> <li>• Acts as a marketing tool to attract new clientele when launching or strengthening a new or existing brand (1) or to attract existing clients for upselling (1) in order to increase salon profits (1)</li> <li>• To aid sales by illustrating services/products (1)</li> <li>• To strengthen salon brand (1)</li> </ul>	

7	
State <b>two</b> main responsibilities carried out by a receptionist.	(2 marks)
<b>Answer</b> One mark for each of the following (maximum 2 marks): <ul style="list-style-type: none"> <li>• Taking payments</li> <li>• Booking appointments</li> <li>• Answering the telephone</li> <li>• Taking messages</li> <li>• Stock control</li> <li>• Dealing with client enquiries / minor complaints / Greeting clients/suppliers/the public</li> <li>• Constructing retail displays</li> <li>• Selling retail products.</li> </ul>	

8	
a. State how sun protection cream guards skin against sunburn.	(2 marks)
b. Name <b>two</b> ingredients that would benefit the skin following sunburn.	(2 marks)
<b>Answer</b> 8a. One mark for each <ul style="list-style-type: none"> <li>• Absorption of UV rays</li> </ul>	

- Reflection of UV rays
- Higher spf gives better protection

8b. One mark each for any one of the following (maximum 2 marks):

- Oils
- Emollients
- Humectants
- Aloe vera / honey or any other organic substance with moisturising properties
- Calamine lotion
- Any other cooling ingredients – e.g. cucumber

9

Compare hair and make-up looks of the 1920s with today's trends.

(6 marks)

**Answer**

One mark for each of the following (maximum 3 marks):

Maximum of three marks if one genre is identified and compared

- Today's hair - female looks are more natural / less structured (1) compared to the 1920's short, bobbed, flat finger-waved hair (1)
- Today's male looks are similar to the 1920s short at back and sides or slicked back (1) but have more individuality (1)
- 1920's make-up looks – smudgy, smoky eyes still popular today (1)
- Matte red lips of the 20s has made a comeback with matte lipsticks on trend now (1)
- Thin eye brows of the 20s (1) has been replaced with thicker, pencilled-in structured brows today (1)
- Natural nails of the 20s (1) replaced with nail art / extensions etc. today (1)
- The facial skin complexion of the 1920s was more flat/pale/porcelain (1) whereas today it is more contoured/tanned/highlighted (1)

10

Discuss a variety of factors to consider when designing and developing a website for a chain of hair salons.

(12 marks)

**Answer**

**Indicative content**

Candidate's discussion may include, but is not limited to, the below considerations.

**Resource factors:**

- People – specialist skill in creating website
- Size of the site and cost of development and maintenance with regards to budget
- Timescales
- Specialist products/equipment eg hardware
- Location in terms of search engine position

**Economical factors**

- The state of the global economy and how the use of websites can affect GDP

**The purpose and use of the website**

- For use as a marketing tool – how is it to be used? Will there be booking service / sale of products? Training?
- Suggested styles of design appropriate to marketing the salons
- Brand logos
- Promotional materials suggested to supplement the website

- type of hair business to be advertised and the products/services they provide
- The functions and benefits of products/services/equipment
- Avoidance of known allergens, possible skin testing etc.
- demographic / target market – location of the salons / age of target etc.
- Sufficient cataloguing of services / products shows transparency to clients
- Customer reviews

**Ethical and social factors:**

- Factors concerning social diversity – how to attract and cater for a range of clientele
- Factors concerning cultural diversity – how to attract and cater for a range of clientele
- Celebrity culture may increase demand for products/services through celebrity endorsement
- Whether animal testing and its alternatives should be part of the advertising

**Legal requirements:**

- to comply with Trades Description Act when describing / advertising to ensure the services and products fits the description
- to comply with Consumer Safety Regulations
- to comply with Sale of Goods Act
- to comply with Data Protection Act

**Technological developments:**

- Recent developments in hairdressing and how it impacts the design of the webpage – products, equipment, media

**Links to other businesses:**

- Whether links are made to other businesses which could benefit the salons e.g. URLs / hyperlinks to other businesses

**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.

To access the higher marks in the band, the discussion will contain only some relevant points and may provide limited reasoning.

**Band 2 (5 – 8 marks)**

Response covers a good range of factors to consider, showing reasonable depth of understanding of how the factors affect the website. Some conclusions are drawn from the discussion.

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.

**Band 3 (9 – 12 marks)**

Thorough and accurate response covering a broad range of relevant factors with discussion that shows a broad understanding of why and how the factors affect the website. Factors have been fully considered with appropriate conclusions with some justifications.

To access the higher marks in the band, the discussion will be comprehensive, well balanced, presented in a logical way with conclusions fully justified.