

3038-505 Level 2 Technical Award in Hair and Beauty Studies – Theory Exam

SAMPLE Mark Scheme

Marker guidance

Unless otherwise stated in the marker guidance for a specific question, the following conventions apply:

- All marking, from start to finish must be consistent and in line with the mark scheme guidance. Continue to refer to the mark scheme throughout marking.
- For questions that ask for a specific number of points, accept the first answers given up to the number requested e.g. State three... only accept the first three answers listed, and disregard any additional answers provided.
- For questions requiring continuous prose answers, mark positively – all correct answers should receive the appropriate mark according to the mark scheme. Any wrong (**but neutral**) answers should be ignored, and no marks should be lost.
- In some circumstances, it is appropriate to disallow a candidate answer that initially appears to give the correct answer as given in the mark scheme, if it is undermined by the fact that it goes on to actively **contradict** its intention. Sometimes the minimal wording used in the mark scheme allows a match that in reality is trivial and it is clear the candidate is referring to the wrong knowledge/understanding. Only the part of the response to which the contradiction applies should be disallowed, not the whole response. Material that is irrelevant/neutral but not contradictory should be ignored and positive marking applied as above.
- Use all marks for a question as described by the mark scheme – e.g. for a 2 mark question, 0, 1 or 2 marks will always be available to award (never just 0 or 2). For levels marking, the full range of marks should be used freely as described by the mark scheme including 0 and full marks.
- Always award whole marks; $\frac{1}{2}$ marks cannot be awarded.
- Allow phonetic misspellings as long as the meaning is clear, i.e. not so similar to another relevant but wrong term that you have to guess which was intended.
- Only allow 'it' as reference to the question topic if it is clear what 'it' refers to.
- Mark crossed out work UNLESS it has been replaced by another response.
- Where judgement is required, apply the guidance. Where the guidance does not sufficiently support for a particular candidate response/interpretation, contact your Team Lead.
- Accept alternative wording which reflects that given in the mark scheme.
- Contact your Team Lead if any additional correct answers arise which need to be added to the mark scheme.

For level of response mark schemes:

Note: indicative content has been provided to help orient the marking, providing a sense of the intentions of the question and expected parameters of the response. It is not exhaustive, and candidates do not need to cover all points referenced. Candidates may provide good quality responses while taking an approach which legitimately focuses either on breadth or depth given the time constraints. While the best responses are more likely to go to some depth across a broader range, there will be acceptable variation. Any pointers in the question towards coverage eg '...a range of...' should be kept in mind and balanced, though professional judgement, as to how much this affects the overall quality of the response when applying the marking instructions.

The marking should be carried out with reference to the levels descriptors in the marking instructions as follows:

- First, read the full candidate response and decide which band descriptor best fits the overall level of quality of the response.
- Then, to decide on a mark within the band, consider the **degree to which the response fits the criteria:**

Comprehensively	Top of mark range for the band	5 th	4th	3rd
Substantially	↑	4th	3rd	
Generally		3rd	2nd	2nd
Borderline		2nd	2nd	
	Positively mark and place on the bottom of the band	1st	1st	1st

Q1	Describe the link between a wholesaler and a hair and beauty salon.			
	(2 marks)			
Q1	Acceptable answer(s)	Guidance	Ma x mk s	Ref
Q1	<p>1 mark each for any of the following, to a maximum of 2 marks:</p> <ul style="list-style-type: none"> • Hair and Beauty salons buy their products from wholesaler's (1) • Products are bought at a wholesale/cheaper price (1) • Some supply training on product/equipment (1) • Is a stage in the supply chain (between manufacturer and salon) (1). 		2	201-1.3 AO1

Q2	Anna works as a hairdresser and would like a change of career. Identify three transferable skills which could help Anna move into the leisure and tourism sector. (3 marks)			
Q2	Acceptable answer(s)	Guidance	Ma x mk s	Ref
Q2	1 mark each for any of the following, to a maximum of 3 marks: <ul style="list-style-type: none"> • Communication skills (1) • Promotion / selling skills (1) • Positive attitude / willingness to learn (1) • Teamwork (1) • Self-management / resilience / hardworking / flexibility (1) • Thinking skills (problem solving and decision making) (1). 	Accept Any other transferable/employability skills relevant to both sectors. Answers must be transferable skills rather than knowledge.	3	201-1.3 AO1

Q3	Explain why someone may choose to work in the hair and beauty sector. (3 marks)			
Q3	Acceptable answer(s)	Guidance	Max mks	Ref
Q3	<p>1 mark each for any of the following, to a maximum of 3 marks:</p> <ul style="list-style-type: none"> • There are a lot of businesses operating in a variety of ways (e.g. franchise / self-employed / owner) (1) so there would be many types of opportunities (1) and working patterns available (1) • It's a creative business field (1) which provides a range of different job roles (e.g. hairdresser / spa therapist / media make-up) (1) so a range of skills/interests are catered for (1) and a wide range of academic and non-academic qualifications are accepted (1) • Customer facing roles (1) suitable if you are good with / enjoy working with people (1). 	<p>A maximum of 2 marks can be awarded for identification points (bold) and 1 additional mark for explanation provided.</p> <p>Accept alternative answers that explain reasons why someone may choose to work in the hair and beauty sector.</p>	3	201-1.1 AO2

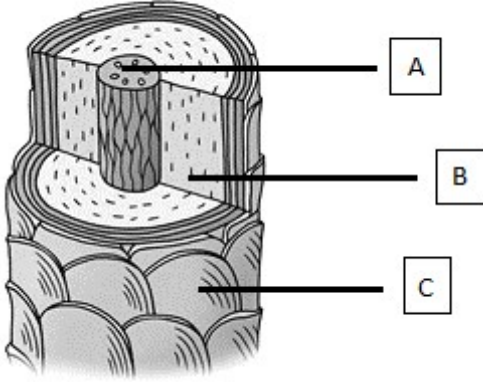
Q4	State two characteristics of a target audience that should be considered when planning the sale of retail products. (2 marks)			
Q4	Acceptable answer(s)	Guidance	Max mks	Ref
Q4	1 mark each for any of the following, to a maximum of 2 marks: <ul style="list-style-type: none"> • Age • Gender • Socio-economic statuses • Ethnicity 		2	203-1.2 AO1

Q5	Explain the characteristics of a well-designed salon interior. (3 marks)			
Q5	Acceptable answer(s)	Guidance	Max mks	Ref
Q5	<p>1 mark each for any of the following, to a maximum of 3 marks:</p> <ul style="list-style-type: none"> • Placement/design of retail stands (1) eye catching displays using upmarket products / well-known brands (1) • Décor (1) align with customer expectations/ target audience e.g. use on-trend/stylish décor (1) • Window / wall displays / interior signage (1) - illustrate examples of what services/products are provided by using logos / promotional displays (1) • Layout / appropriate fixtures and fittings (1) to aid with accessibility for clients (1) effective use of working space for staff (1). 	A maximum of 2 marks can be awarded for identifying the characteristics (bold) and 1 additional mark for explanation provided.	3	203-1.1 AO2

Q6a	a) What colour is universal indicator when the pH of a substance is a strong acid? (1 mark)			
Q6a	Acceptable answer(s)	Guidance	Max mks	Ref
Q6a	Red		1	202-1.1 AO1
Q6b	b) What is the pH value of a very strong alkali? (1 mark)			
Q6b	Acceptable answer(s)	Guidance	Max mks	Ref
Q6b	12-14	Accept values within this range.	1	202-1.1 AO1
Q6c	c) Explain why many hair and beauty products are pH balanced. (6 marks)			
Q6c	Acceptable answer(s)	Guidance	Max mks	Ref
Q6c	<p>1 mark each for any of the following, to a maximum of 6 marks:</p> <ul style="list-style-type: none"> • pH of hair and skin is 4.5-5.5 (1) • maintains the skin's acid mantle (1) preventing infection (1) • Balanced products keep cuticles closed (1) preventing hair damage (1) • If product is too alkali (1) it would break down the hair (1) • If product is too acidic (1) it would burn the skin (1). 	A maximum of 3 marks can be awarded if only identification points provided (bold).	6	202-1.1 AO2

Q7a	Explain two effects of using hair conditioners. (4 marks)															
Q7a	Acceptable answer(s)	Guidance	Max mks	Ref												
Q7a	<p>Conditioners make the hair smooth/shiny/ aid detangling (1) by closing/smoothing the cuticle scales (1)</p> <p>Conditioners reduce further damage/prevent split end/give strength to the hair (1) by restructuring the bonds in the cortex (1)</p> <p>Conditioners soften the hair/increases elasticity of the hair (1) by adding/locking in moisture to the cortex (1)</p>	A maximum of 2 marks can be awarded if only effects given (bold) without linked explanation.	4	202-1.2 AO2												
Q7b	List three different key substances used in hair conditioners and state the function of each. (6 marks)															
Q7b	Acceptable answer(s)	Guidance	Max mks	Ref												
Q7b	<p>1 mark each for any of the following, to a maximum of 6 marks:</p> <table border="1" data-bbox="245 1077 871 1989"> <thead> <tr> <th>Substance in hair conditioner</th> <th>Function</th> </tr> </thead> <tbody> <tr> <td>Parabens</td> <td>Preservative (anti-fungal / anti-bacterial) / to maintain shelf life *</td> </tr> <tr> <td>Stabilisers</td> <td>to maintain shelf life *</td> </tr> <tr> <td>Oils / humectants</td> <td>Increases moisture / prevents moisture loss / smoothens hair /</td> </tr> <tr> <td>Anti-oxidising agent (e.g. citric acid)</td> <td>To maintain pH / reduce chemical damage / closes the cuticle</td> </tr> <tr> <td>UV filters</td> <td>To reduce sun damage to hair</td> </tr> </tbody> </table>	Substance in hair conditioner	Function	Parabens	Preservative (anti-fungal / anti-bacterial) / to maintain shelf life *	Stabilisers	to maintain shelf life *	Oils / humectants	Increases moisture / prevents moisture loss / smoothens hair /	Anti-oxidising agent (e.g. citric acid)	To maintain pH / reduce chemical damage / closes the cuticle	UV filters	To reduce sun damage to hair	<p>A maximum of 3 marks can be awarded for substances given.</p> <p>A maximum of 3 marks can be awarded for functions given.</p> <p>*A maximum of 1 mark can be awarded for similar expansion points.</p>	6	202-1.3 AO1
Substance in hair conditioner	Function															
Parabens	Preservative (anti-fungal / anti-bacterial) / to maintain shelf life *															
Stabilisers	to maintain shelf life *															
Oils / humectants	Increases moisture / prevents moisture loss / smoothens hair /															
Anti-oxidising agent (e.g. citric acid)	To maintain pH / reduce chemical damage / closes the cuticle															
UV filters	To reduce sun damage to hair															

Emulsifiers	To keep immiscible substances mixed		
Proteins / vitamins (e.g. keratin)	To add strength to hair		

Q8a	<p>a) Identify the layers of the hair structure in the diagram below:</p>  <p style="text-align: right;">(3 marks)</p>
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Q8a	Acceptable answer(s)	Guidance	Max mks	Ref
Q8a	<p>1 mark each for any of the following, to a maximum of 3 marks:</p> <p>A = Medulla (1) B = Cortex (1) C = Cuticle (1)</p>		3	202-2.1 AO1

Q8bi	<p>b) Explain one function of</p> <p>i. B</p> <p style="text-align: right;">(2 marks)</p>
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Q8bi	Acceptable answer(s)	Guidance	Max mks	Ref
Q8bi	<p>1 mark each for any of the following, to a maximum of 2 marks:</p> <p>The cortex gives the hair its strength/shape (1) naturally through the polypeptide chains/structure (1) chemically through the disulphide bonds(1)</p> <p>The colour of hair is determined here (1) by (melanin/pheomelanin) the colour pigments that are placed in the cortex (1)</p>	<p>A maximum of 1 mark can be awarded if only function given (bold) without linked explanation.</p>	2	202-2.1 AO2

Q8bii	ii. C. (2 marks)			
Q8bii	Acceptable answer(s)	Guidance	Max mks	Ref
Q8bii	<p>1 mark each for any of the following, to a maximum of 2 marks:</p> <p>The cuticle is the protective layer/protects the hair (1) that regulates the amount of chemicals/moisture which goes in or out of hair (1).</p>	<p>A maximum of 1 mark can be awarded if only function given (bold) without linked explanation.</p>	2	202-2.1 AO2

Q9a	a) How does the human body defend itself against bacterial infections? (6 marks)			
Q9a	Acceptable answer(s)	Guidance	Max mks	Ref
Q9a	<p>1 mark each for any of the following, to a maximum of 6 marks:</p> <p>The skin forms a protective barrier (1) which unless ruptured/broken will not allow bacteria to enter (1).</p> <p>Scabs form on broken skin to close wound/protect (1)</p> <p>Skin's acid mantle creates a natural barrier to bacteria (1)</p> <p>White blood cells (1) surround bacteria to destroy them internally (1).</p> <p>Rejection of bacteria through D & V*(1)</p> <p>Prevents entry of bacteria (1) through mucus membrane / nasal hairs / eyelashes / tears/ ear wax / saliva (1)</p> <p>Anti-bodies/immune system (1) to mark / recognise toxins and destroy them (1).</p>	<p>*Diarrhoea & Vomiting.</p> <p>A maximum of 4 marks can be awarded if candidates only state ways the body defends itself, with no explanation.</p>	6	202-2.2 AO2
Q9b	b) Name two contagious skin disorders. (2 marks)			
Q9b	Acceptable answer(s)	Guidance	Max mks	Ref
Q9b	<p>Accept any two contagious skin disorders under the following categories to a maximum of 2 marks:</p> <p>Bacterial / fungal / viral / infestation.</p>	<p>Do not accept sole reference to:</p> <p>Bacterial Fungal Viral Infestation Chickenpox Conjunctivitis</p>	2	202-2.2 AO1
Q9c	c) What action should be taken if a client has a suspected contagious disorder? (2 marks)			
Q9c	Acceptable answer(s)	Guidance	Max mks	Ref

Q9c	<p>1 mark each for any of the following, to a maximum of 2 marks:</p> <ul style="list-style-type: none"> • Ensure not to carry out the service/stop the treatment • Ensure not to name the disorder/condition • Refer client to GP / trichologist • Sterilise tools / equipment that have been used on the client • Advise the client to avoid contact with others. 	<p>Do not award maximum marks if key action in bold is not identified.</p> <p>Accept alternative answers that provide relevant actions that could be taken.</p>	2	202-2.2 AO1
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<p>Q10</p>	<p>Jack works as a trichologist in a salon called 'The Hair & Scalp Doctor'. He has been asked to develop some marketing material for the launch of a new branch in the city.</p> <p>Discuss the factors he must consider when developing the marketing material.</p> <p style="text-align: right;">(12 marks)</p>		
<p>Q10</p>	<p>Acceptable answer(s)</p>	<p>Guidance</p>	<p>Max mks</p> <p>Ref</p>
<p>Q10</p>	<p>Indicative content:</p> <p>Candidate's discussion may include, but is not limited to, the below considerations.</p> <p>Financial factors:</p> <ul style="list-style-type: none"> • Viability of the material • Costs of resources • Pricing structures for treatments on offer <p>Design factors:</p> <ul style="list-style-type: none"> • Suggested types of design appropriate to marketing material • Use of brand logos • Promotional materials – types and costs • Attracting the target market for the type of specialist salon <p>Staff / personnel / specialist nature of the salon to be promoted on the material:</p> <ul style="list-style-type: none"> • Expertise of staff • The services that each member of staff may offer • Whether linked industries can help in promotion; how they link <p>Ethical and social factors:</p> <ul style="list-style-type: none"> • Factors concerning social diversity and inclusion • Factors concerning cultural diversity and inclusion <p>Requirements of legislations relevant to advertising:</p> <ul style="list-style-type: none"> • Health & Safety • The Equality Act • Trades Descriptions Act. 	<p>For no awardable content, award 0 marks.</p> <p>Band 1 (1 – 4 marks) Response shows a few correctly identified factors which affect the marketing material with limited explanations. Discussion is not well developed or balanced.</p> <p>To access the higher marks in the band, the discussion will include an attempt at a greater level of explanation.</p> <p>Band 2 (5 – 8 marks) Detailed response covering a reasonable range of accurate factors to consider, showing some depth of understanding through the explanation of how the factors affect the marketing material. Attempted to draw some conclusions from the discussion.</p> <p>To access the higher marks in the band, the discussion will be clear, balanced with accurate points made which are supported and justified.</p> <p>Band 3 (9 – 12 marks) Thorough response covering a broad range of accurate and relevant factors that are prioritised and show an in-depth level of understanding of why and how the factors affect the marketing material.</p> <p>To access the higher marks in the band, the discussion will be comprehensive, well balanced, presented in a logical way with conclusions which are fully justified.</p>	<p>12</p> <p>Integrated across all units.</p> <p>AO4</p>