



6003-522 FEBRUARY 2018
Level 2 Technical Certificate in Beauty Retail
 Level 2 Beauty Retail – Theory Exam (1)

If provided, stick your candidate barcode label here.

Wednesday 28 February 2018
09:30 – 12:00

Candidate name (first, last)

First

Last

Candidate enrolment number

Date of birth (DDMMYYYY)

Gender (M/F)

Assessment date (DDMMYYYY)

Centre number

Candidate signature and declaration*

• If any additional answer sheets are used, enter the additional number of pages in this box.

- Please ensure that you **staple** additional answer sheets to the **back** of this answer booklet, clearly labelling them with your full name, enrolment number, centre number and qualification number in BLOCK CAPITALS.
- All candidates need to use a **black/blue pen**. **Do not** use a pencil or gel pen.
- If provided with source documents, these documents **will not** be returned to City & Guilds, and will be shredded. **Do not** write on the source documents.

***I declare that I had no prior knowledge of the questions in this assessment and that I will not divulge to any person any information about the questions.**

You should have the following for this examination

- a pen with black or blue ink

General instructions

- Use black or blue ball-point pen.
- The marks for questions are shown in brackets.
- This examination contains 13 questions. Answer **all** questions.
- Answer the questions in the spaces provided. Answers written in margins or on blank pages will **not** be marked.
- Cross through any work you do not want to be marked.



1 State **two** Health and Safety legislations that apply when working in beauty retail. (2 marks)

2 Explain the importance of brand awareness to a beauty retail sales assistant. (6 marks)

3 List **four** personal hygiene expectations when working on a beauty counter. (4 marks)



4 State **three** non-verbal behaviours shown by the customer when buying a product. (3 marks)

5 Explain how to deal with a customer complaint on the shop floor. (6 marks)

6 Calculate the Average Transaction Value (ATV) and Average Unit Sales (AUS) for a sales period of 30 days. Show your working out. (4 marks)

No. Of Customers: 26
Sales: £2164
Units Sold: 32



7 Explain the techniques that can be used to increase the Average Unit Sales (AUS) when a customer has selected to buy only one product.

(6 marks)

8 State the types of fragrance which can influence customer choice.

(4 marks)

9 Explain the benefits of using a top coat nail product.

(4 marks)

10 Explain the importance of using a serum product.

(3 marks)

11 Explain the importance of using a day moisturiser.

(3 marks)

12 State **three** types of cleansers that can be found on a beauty retail shop floor.

(3 marks)

13 A stand-alone nail store, has a new product launch of gift sets. The store target is to sell 100 gift sets and there are four staff members. The number of customers visiting the store is lower than the visitors to a department store, however it is the lead up to a busy sales period.

Discuss ways to meet the store target.

(12 marks)
