

6003-21 level 2 Technical Certificate in Beauty Retail

2019

Qualification Report

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Introduction

This document has been prepared by the Chief Examiner and Principal Moderator; it is designed to be used as a feedback tool for centres in order to enhance teaching and preparation for assessment. It is advised that this document is referred to when planning delivery and when preparing candidates for City & Guilds Technical assessments.

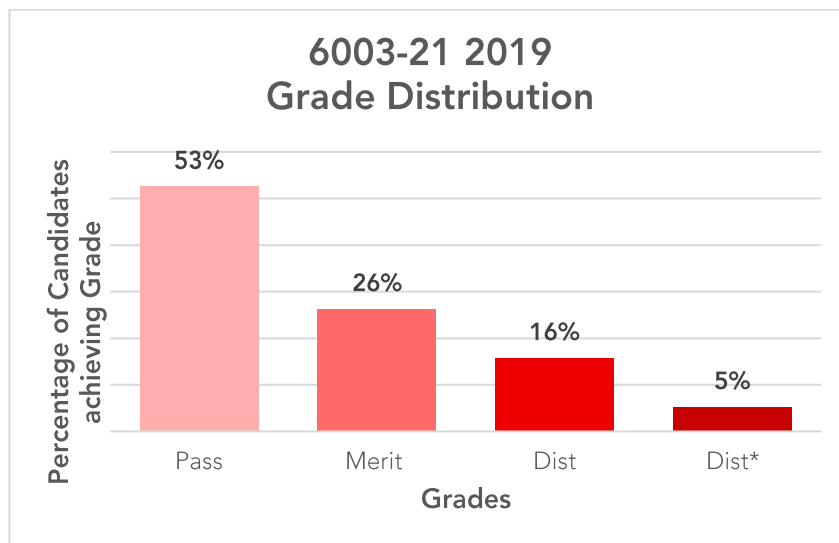
This report provides general commentary on candidate performance in both the synoptic assignment and theory exam. It highlights common themes in relation to the technical aspects explored within the assessment, giving areas of strengths and weakness demonstrated by the cohort of candidates who sat assessments in the 2019 academic year. It will explain aspects which caused difficulty and potentially why the difficulties arose.

The document provides commentary on the following assessments;

- 6003-022/522 Level 2 Beauty Retail – Theory exam
 - March 2019
 - June 2019
- 6003-023 Level 2 Beauty Retail – Synoptic Assignment

Qualification Grade Distribution

The grade distribution for this qualification is shown below;



Please note City & Guilds will only report qualification grades for candidates who have achieved all of the required assessment components, including Employer Involvement, optional units and any other centre assessed components as indicated within the Qualification Handbook. The grade distribution shown above could include performance from previous years.

Theory Exam

Grade Boundaries

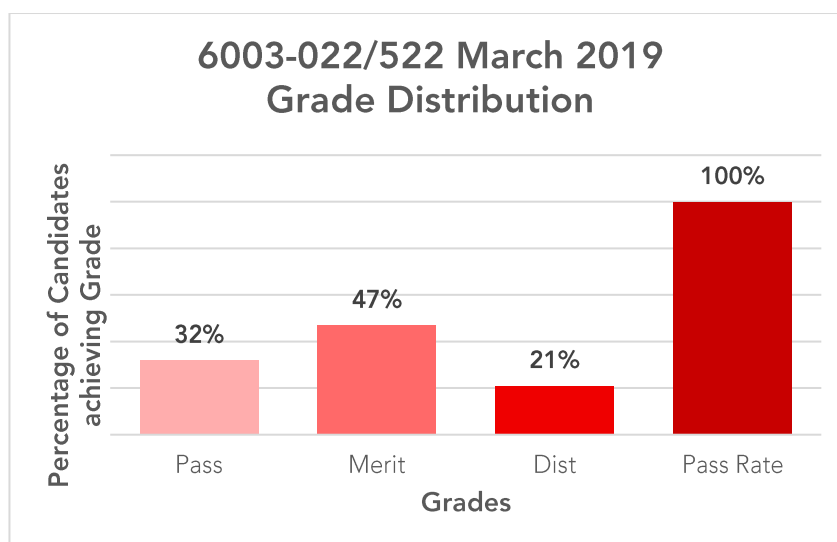
Assessment: 6003-022/522

Series: March 2019

Below identifies the final grade boundaries for this assessment, as agreed by the awarding panel;

Total marks available	60
Pass mark	22
Merit mark	30
Distinction mark	39

The graph below shows the distributions of grades and pass rate for this assessment;

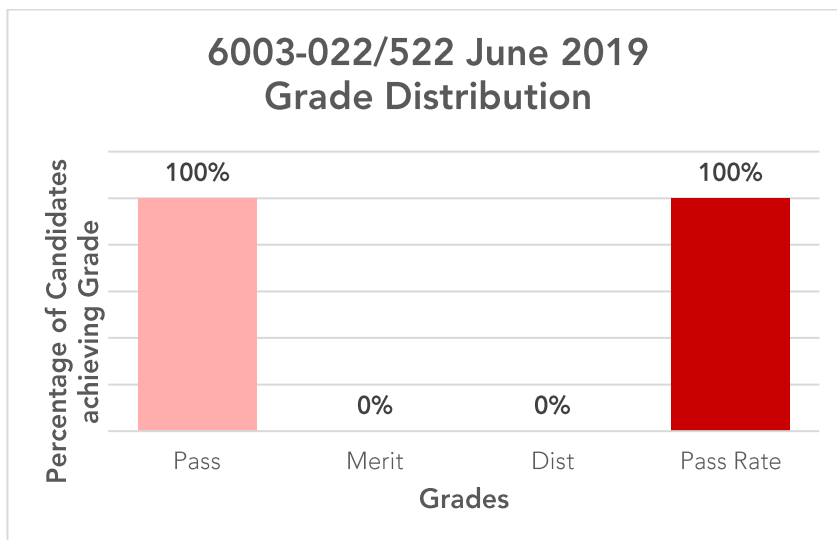


Assessment: 6003-022/522
Series: June 2019

Below identifies the final grade boundaries for this assessment, as agreed by the awarding panel;

Total marks available	60
Pass mark	22
Merit mark	30
Distinction mark	39

The graph below shows the distributions of grades and pass rate for this assessment;



Chief Examiner Commentary

6003-022/522 Level 2 beauty Retail - Theory exam

Series 1 – March 2019

Overall the paper enabled candidates to be stretched and challenged at a good Level 2 standard. Candidates that were successful in this examination showed that they could use industry specific knowledge and understanding sufficiently in order to work independently and successfully in a Beauty Retail environment. The examination paper was of a standard that was clearly at the appropriate level and similar in content, range and difficulty to that of the 2018 papers.

There were low candidate numbers who sat the exam and the overall performance of candidates was good.

Many candidates performed well on questions that focused on communication methods, methods of retaining customers, different hair conditions, the benefits of body exfoliators and preparations made prior to events in a department store by providing linked explanations which resulted in higher marks being achieved.

Many candidates had a good understanding of the differences between a top note and a base note in fragrance scents. However, some candidates only gave very basic responses such as the immediate aroma of top notes and the longer lasting aroma of base notes making no reference to the impact of the identified difference.

An area of weakness seemed to be legislations that apply to the selling of beauty products as many candidates failed to answer this area correctly.

Like the previous year, the short state, describe questions were answered better than the questions that required a detailed explanation and justification. Candidates often struggled with questions where they were required to explain their understanding in a structured manner; their responses often lacked depth and breadth. They sometimes missed opportunities to gain additional marks as they provided limited responses which inadequately demonstrated understanding when the question required them to explain.

Extended response question

The extended response question is intended to draw on knowledge from across the qualification.

A range of marks were achieved however mainly within band 2. The vast majority of candidates made good points and justifications. They had an understanding of numerous methods to incorporate which would help maximise sales during the promotion of the tanning product range. Candidates missed the opportunity to gain marks in the top band as they failed to support links between the points made and reasons this will improve and maximise sales performance when promoting products. It must be emphasised to candidates that they must read thoroughly and absorb the scenario before attempting to answer.

Candidate responses should be in the form of a well-considered and balanced evaluation, which show the opportunities that the store can make use of, as well as considering the advantages of a range of sales techniques. Candidates are encouraged to end their evaluation with a clear conclusion.

Candidates will benefit from practising examination techniques when preparing for this examination. Candidates also need to be prepared for the different types and structures of

questions contained within the paper and need to be familiar with the variety of command verbs, as well as the need to read each question carefully and to respond clearly to the question given in the depth required.

Centres are reminded of the City & Guilds Technicals 'Exam Guides' available here

https://cdn.cityandguilds.com/ProductDocuments/Beauty_and_Complementary_Therapies/Beauty/6003/6003_Level%202/Assessment_Materials/6003-21_Technicals_exam_document_2018_v1-0.pdf

Series 2 – June 2019

The paper performed well and was at the appropriate level and similar in content, range and difficulty to the paper taken in March 2019. The language was at the appropriate level and there should have been no problems for the candidates in understanding the questions.

Overall the paper enabled candidates to be stretched and challenged at a good Level 2 standard. Candidates that were successful in this examination showed that they could use industry specific knowledge and understanding sufficiently in order to work independently and successfully in a Beauty Retail environment.

Candidates gained marks within the short knowledge questions apart from the question that required the candidates to calculate the daily target.

Candidates often struggled with questions where they were required to explain their understanding in a structured manner; their responses often lacked depth and breadth. They sometimes missed opportunities to gain additional marks as they provided limited responses which inadequately demonstrated understanding when the question required them to explain.

Evident areas of weaknesses were explaining safe working practices, explaining ways to overcome objections when closing a sale and the impact of external factors of product sales.

Candidates performed better on questions that focussed on communication, types of body products, hair styling products and fragrance testing.

Extended response question

The extended response question is intended to draw on knowledge from across the qualification. Candidates missed the opportunity to gain marks in the top of the middle band and the top band as they seemed to give very brief discussions on how to improve the sales targets with little justifications on the range of sales techniques.

Candidate responses should be in the form of a well-considered and balanced evaluation, which show imagination and innovation when considering all the options to meet the counters sales targets.

Overall, candidates did not score high marks in the extended response question. The ability to compare, justify, discuss and evaluate is the quality which receives the greatest marks.

Candidates will benefit from practising examination techniques when preparing for this examination. Candidates also need to be prepared for the different types and structures of questions contained within the paper and need to be familiar with the variety of command verbs, as well as the need to read each question carefully and to respond clearly to the question given in the depth required.

Centres are reminded of the City & Guilds Technicals 'Exam Guides' available here

https://cdn.cityandguilds.com/ProductDocuments/Beauty_and_Complementary_Therapies/Beauty/6003/6003_Level%202/Assessment_Materials/6003-21_Technicals_exam_document_2018_v1-0.pdf

Synoptic Assignment

Grade Boundaries

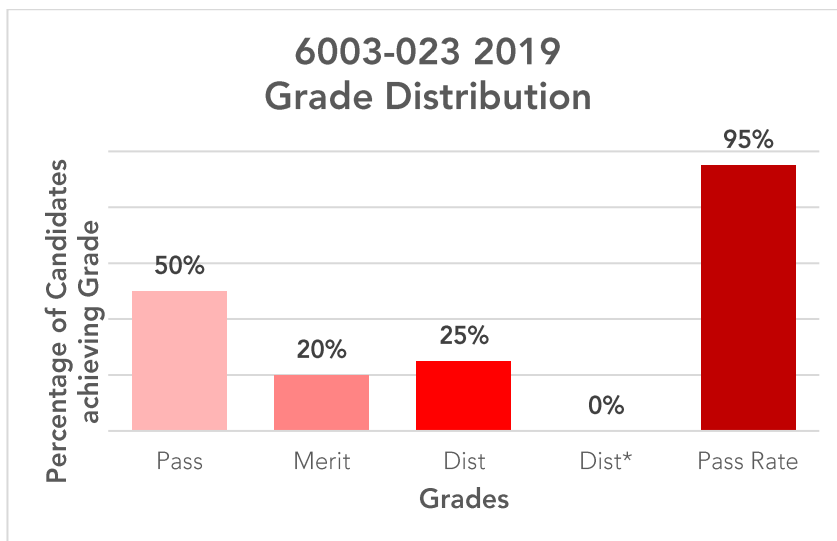
Below identifies the final grade boundaries for this assessment, as agreed by the awarding panel;

Assessment: 6003-023

Series: 2019

Total marks available	60
Pass mark	23
Merit mark	34
Distinction mark	45

The graph below shows the distributions of grades and pass rate for this assessment;



Principal Moderator Commentary

The assignment brief and tasks provided were sufficient to explain the areas in which the candidate should research and the areas on which they should report, comment and perform various practical tasks. The tasks are a true reflection of real working practices where the candidate had to first plan the promotion detailing sales targets, marketing materials, an action plan and justifications of their choices. Once the plan is in place the candidate had to carry out the promotion interacting with customers. They had to deal with at least three customers whose profiles were detailed in the synoptic assessment pack.

The candidate had to gather customer feedback and use this when evaluating their promotion. Photographic evidence was also required to support task 2 showing the promotional counter with the candidate, promotion displays and materials. Many of the promotions involved a make-up range which gave scope for the candidates to showcase their demonstration skills to enhance achieving their targeted sales.

Higher scoring candidates showed consistency throughout the synoptic assessment and this was reflected in marks allocated across the assessment objectives. The higher scoring candidates worked to a high standard meeting the needs of the customers by demonstrated exceptional ability by using selling techniques to interact and engage with customer in a confident and enthusiastic manner. The lower scoring candidates demonstrated minimal interaction with customers and a lack of enthusiasm and confidence demonstrating limited selling techniques.

Higher scoring candidates excelled in their preparation and presentation of the promotional counter showing confidence when dealing with the customers. Whereas, lower scoring candidates seemed to lack confidence when approaching and dealing with customers.

The photographic evidence required for task 2 was varied; some of good quality showing the promotional counter with products, displays and promotional materials that were created; whereas others did not showcase the promotional stands as candidates were photographed standing next to the customer and not showing any interaction eg standing by their stand or carrying out a demonstration.

Breakdown of performance against each AO - Strengths and weaknesses

AO1- Recall of knowledge

Lower scoring candidates demonstrated limited knowledge of products within the promotion and showed uncertainty in their use of terminology. They also showed a basic knowledge of selling techniques, marketing methods, products and tools and when it should be used. The higher scoring candidates demonstrated comprehensive knowledge of the full range of techniques, marketing methods accurate terminology and in depth knowledge of the product range. This was also evident within the promotional materials.

AO2- Understanding of concepts theories and processes

The lower scoring candidates demonstrated a lack depth in their understanding when talking to customers about the product range. The higher scoring candidates showed depth of understanding of the product range and were able to explain the benefits to the customer with confidence. They were also able to demonstrate why and when different products and selling techniques are used, followed sales process in a logical sequence and applied to different customers, linked selling to targets, and provided justification of marketing methods used.

AO3- Application of practical/technical skills

The lower scoring candidates lacked confidence when talking to and interacting with potential customers. The higher scoring candidates enthusiastically engaged with customers

demonstrating good rapport and sales techniques. Their product demonstrations were carried out with good application techniques and discussions of what they were doing and why.

AO4- Bringing it all together coherence of the whole subject

The lower scoring candidates seemed to miss opportunities when selling and did not link suitable products to meet the customer's needs. The higher scoring candidates linked their planning of the promotion to engaging customers and selling products as well as evidence of upselling. They also linked products chosen to customer needs by matching complementary products, closing sales, and demonstrated an ability to explain features and benefits of products.

AO5- Attending to detail/ perfecting

High scoring candidates provided detailed evaluations describing what could have been done to improve the sales techniques, whereas the lower scoring candidates provided basic evaluations and self-reflection. In general candidates prepared professional promotional stands and the higher scoring candidates were focussed and **attentive to** the customer and their needs whereas the lower scoring candidates gave minimum attention to customers' needs.

Examples of best practice

Centres are reminded to check documentation before uploading onto the moderation portal to ensure that the marks corresponded to the marks on the Centre Record Forms (CRF).

Best practice was observed where the pictures were uploaded in a PowerPoint document and all documents were clearly labelled and in one file.