

SPECIMEN MARK SCHEME

UNIT 2 - THE WORLD OF HAIR AND BEAUTY





Level 2 Diploma Principal Learning

Hair and Beauty Studies HAB2U2

Unit 2

The world of hair and beauty

Specimen Mark Scheme

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

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Unit 2 The world of hair and beauty

Level 2

Specimen mark scheme

Duration: 1.5 hours

Assessment Type: Controlled condition test

Number of marks: 60 marks

Learning outcomes	Assessment criteria	Question number	No of marks	Total marks	%
1 Understand the global nature of the hair and beauty sector	a Explain the global environment in which hair and beauty industries operate and the interdependences between them and related industries	6	6	20	33
	b Describe how the social, environmental, ethical and sustainability issues affect hair and beauty industries	7 8 9	3 2 3		
	c Explain how iconic hair and beauty products, equipment and manufacturing have influenced social and economic developments.	10	6		
2 Know the career opportunities within the hair and beauty sector	a State the importance of general employability skills in the hair and beauty sector and related industries.	1	5	18	30
	b Describe a range of job roles, training routes, qualifications and career pathways relevant to employment in the hair and beauty sector.	2 3	3 6		
	c State career opportunities in related industries.	4	4		
3 Understand the market for hair and beauty products	a Explain the supply chain of products and equipment in the hair and beauty sector	13	6	22	37
	b Explain the key factors which may impact on the supply and demand of products and services	12	3		
	c State how key economic factors influence the global market place and in turn affect the demand for hair and beauty products and services	11	9		
	d Explain the communication techniques used to buy and sell products in the hair and beauty sector	5	4		
			60	60	100

Diploma level 2 in Hair and beauty studies

Sample assessment paper unit 2.2 mark scheme

1a Identify **two** employability skills required when working in the hairdressing industry.

Answer

1 mark each for any two of the following:

- Ability to work in teams
- Ability to work independently/self management
- Ability to use own initiative
- Good communication skills
- Willingness to learn
- Flexible working
- Customer care
- Positive attitude
- Personal/professional ethics
- Leadership
- Creativity
- Any other suitably correct answer

(Maximum of 2 marks)

1b Explain why personal presentation is important when working in the hair and beauty industry.

Answer

1 mark each for any three of the following:

- Professional image of the salon
- Image of the industry
- Codes of practice
- Not to cause offence to clients or colleagues
- Any other suitably correct answer

(Maximum of 3 marks)

2 Describe the following job roles within the hair and beauty sector:

Answer

1 mark for each job role with reference to:

Stylist – running a column/own clientele, carrying out a range of hairdressing services

Reflexologist - carrying out consultations, massage treatments on feet and hands

Nail technician – Carrying out basic nail treatments and manicure/pedicure

(Maximum of 3 marks)

3a Give **four** qualifications and/or training routes specifically suitable for a career in beauty therapy.

Answer

1 mark each for each of the following:

- VRQs L1 - 3
- NVQs L2-3
- Named specialist short courses
- School links, entry levels, level 1 VRQ/NVQ
- Diploma 14-19 – NVQ/VRQ L2-3
- Apprenticeships

(Maximum of 4 marks)

3b Give **two** types of qualifications specific to a career in African Caribbean hairdressing.

Answer

1 mark each for any 2 of the following:

- NVQs L2, 3 in African type hairdressing
- VRQs L1, 2, 3 in African Caribbean type hairdressing
- Diplomas 14 – 19
- Short specialist courses

(Maximum of 2 marks)

4 Identify **one** different possible career opportunity in related industries for each of the following:

Answer

1 mark for each industry with a different correct answer.

beauty therapist – Spa therapy, alternative/complementary therapy, aromatherapy, Sports massage, media make-up (TV/film/theatre), sales/technical representative, marketing, business/salon management, sales representative/technician, nail technician

hairstylist – Fashion industry eg cat-walk/fashion magazine stylist, media (TV/film/theatre stylist), sales, marketing, manufacturer's technical representative, salon/business management, wig-making, tutor/lecturer

barber – Sales, marketing, manufacturer's technician/skills team, college lecturer/tutor, business management, wig-making, media (TV/film, theatre)

nail technician – Retail technical support/ sales, business management, marketing, manufacturer's sales representative/technician

Any other suitably correct answer.

(Maximum of 4 marks)

5 Explain how each of the following communication methods are used in **different** ways to sell hair and beauty products:

Answer

Each method must be different, with a maximum of 1 mark per method. For example, one from each of the following

Leaflets

- Inform clients within the salon about new product or service/treatment ranges
- Inform clients on product usage, treatment/service maintenance.

Posters

- Promote products/services/treatments by attracting attention of potential new clients
- Salon promotion as part of a display to attract old and new clients

Advertisements

- Promote new salon to potential clients
- Promote new service to new and existing clients
- Promote special offers to new clients
- Promote new staff member to a range of potential clients
- Attract new clients
- Attract a wider customer/client audience into the salon

Spoken/verbal

- Personal advice to clients on service/treatment suitability
- Personal advice to clients home/after care advice
- Professional recommendation of products, services/treatments to clients

(Maximum of 4 marks)

6a Explain how the spa therapy industry complements other industries within the hair and beauty sector.

Answer

1 mark each for any two of the following:

- Referral of clients from other hair and beauty industries for holistic/complementary therapies
- May help to boost the beauty business with referral of clients
- Support of alternative and specialist services to hair and beauty industries
- Offers more diversity with treatments and other related services
- Offers treatments that might help/improve some beauty treatments
- Any other suitable correct answer

(Maximum of 2 marks)

6b Explain **four** differences between a large and small spa therapy business.

Answer

1 mark each for any four of the following:

Reference to larger businesses

- has the resources to offer more services
- wider range of alternative/complementary treatments
- may be more accessible with opening hours/days
- more diversity of services/treatments
- any other suitable correct answer

Reference to smaller businesses

- limited resources
- fewer services offered
- limited treatment range
- opening hours may not be as flexible
- may offer a more personal service
- friendly approach/atmosphere
- possibly limited access to finance
- any other suitable correct answer

(Maximum of 4 marks)

7 Describe **three** ways of addressing environmental issues when using hairdressing products.

Answer

1 mark each for three of the following:

- Recycling
- Waste disposal of sharps, soiled materials, chemicals etc.
- Products that are ozone affecting/eco friendly/fair trade

(Maximum of 3 marks)

8 Describe **one** ethical issue related to hair and beauty products.

Answer

1 mark for recognising issue, 1 mark for correctly describing the issue
accept any of the following:

- animal testing – controversy other cruelty and suffering of animals for the testing of beauty products
- artificial products – chemicals used in artificial products causing skin allergies/irritation

(Maximum of 2 marks)

9 Explain how high unemployment can affect the hair and beauty business.

Answer

1 mark each for reference to any three of the following:

- Less demand for salon services and products
- Fewer people employed in the hair and beauty sectors
- Slow down in business growth
- Business closures
- Increase in freelance stylists/practitioners
- Any other suitably correct answer

(Maximum of 3 marks)

10a Identify **one** product that has influenced developments within the hair and beauty industry over the last ten years for each of the following:

Answer

1 mark each for identifying any of the following products:

- hairdressing - hair extensions, hypo-allergenic products, other suitable products correctly identified
- beauty therapy - acrylic or gel nail extensions, tanning products, hypo-allergenic products, any other suitable correct answer

(Maximum of 2 marks)

10b Explain how nail services have influenced growth and development within the hair and beauty industry.

Answer

1 mark each for any four of the following:
answers must show an understanding of

- new product development of nail extensions
- development of new/improved techniques (nail art)

- fashionable shapes/styles
- media icons
- training developments specific to nail industry
- accessibility
- increase demand, business growth/new business growth

(Maximum of 4 marks)

11 Explain how the following factors affect the demand on hair and beauty services:

Answer

1-3 marks = limited explanation. May include reference to 1 factor only.

4-6 marks = clear explanation. May include references to 2 factors only.

7-9 marks = comprehensive explanation. Includes references to all 3 factors.

High Inflation

- Increase costs of materials/products, utilities, rising wages, increase business expenditure, higher prices passed of to the customer.
- Prices could raise quicker than wages resulting pricing out of reach of the customer.
- Fewer services carried out, fewer customers could result in redundancies/unemployment.
- Business may start to lose money.

Increase in employment

- Increase in disposable income, increase in spending on luxury products and services
- Service demand
- Business growth
- Results in less time to spend money when working
- Service hours may have to be more flexible/longer opening hours

Exchange rate of the British pound (sterling)

- High value of the pound – lower costs of imported goods, resulting in reasonable/more affordable service costs, increase in business demand
- Lower value of the pound – Increase in raw materials, increases business costs, increase in prices of services, less affordable services, decrease in demand.

(Maximum of 9 marks)

12 Explain how product demand can be affected by publicity.

Answer

1 mark of each of the following:

- Bad publicity equates to a drop in demand
- Good advertising equates in an increase
- Poor advertising equates in no/little change
- Any other suitably correct answer

(Maximum of 3 marks)

13 Describe the supply chain process for hair and beauty products.

Answer

1-2 marks = limited description. May include reference to 1 link only.

3-4 marks = clear description. May include references to 2- 3 links only.

5-6 marks = comprehensive description. Includes references to 3 – 4 links.

References to the following links:

- Manufacturer – design and development
- Wholesaler – repackage, cash and carry/deliver
- Retail outlets – salons/Internet suppliers/high Street/supermarket
- Customer

Any other suitably correct answer

(Maximum of 6 marks)