

SPECIMEN PAPER

UNIT 2 - THE WORLD OF HAIR AND BEAUTY



Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										



Level 2 Diploma Principal Learning
Specimen Paper

Hair and Beauty Studies

HAB2U2

Unit 2 The world of hair and beauty

Date Time

You will need no other materials.
 • **You may use a calculator.**

Time allowed

- 1 hour and 30 minutes

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer questions in the spaces provided.
- If there is not enough space for your answer(s), use the extra page(s) at the end of this book. If you do this, make sure that you show the number(s) of the question(s) you are answering.

Information

- The maximum mark for this paper is 60.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers.

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
TOTAL	



Answer **all** questions.

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

1

2

(2 marks)

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

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(3 marks)

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

Job role	Description of job role
stylist
reflexologist
nail technician

(3 marks)

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

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(4 marks)

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

1

2

(2 marks)

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

- beauty therapist

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- hairstylist

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- barber

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- nail technician

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(4 marks)

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

Communication techniques	Details of how the techniques are used to sell products
leaflets
posters
advertisements
spoken/verbal

(4 marks)

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

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(2 marks)

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

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(4 marks)

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

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(3 marks)

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

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(2 marks)

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

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(3 marks)

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

- hairdressing
- beauty therapy

(2 marks)

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

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(4 marks)

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

High inflation.....

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Increase in employment.....

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Exchange rate of the British pound (sterling)

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(9 marks)

12 Explain how product demand can be affected by publicity.

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(3 marks)

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

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(6 marks)

END OF QUESTIONS