

## MODERATOR'S MARKING COMMENTARY

### UNIT 4 - COMMUNICATION AND CLIENT CARE IN THE HAIR AND BEAUTY SECTOR



MODERATOR COMMENTARY ON HAIR AND BEAUTY DIPLOMA Level 2 Unit 4

Learner name: Alice Cole  
Moderator name: M S

Learning outcome	COMMENTS	Assessment criteria
1	<p>Clear description of the importance of communication for a safe and effective working environment, with some examples. Not enough depth of understanding or range to reach band 3 for this assessment criteria.</p> <p>Clear knowledge shown of the importance of communication skills but this fits better into the lower part of band 2 as the understanding is more implicit.</p> <p>Clear understanding shown on the importance of personal presentation etc. to career success. The teacher did identify that the learner should have referred to more than just money when talking about success and did not refer to hygiene at all. Consequently I agree with the teacher's assessment here.</p> <p>Overall, the evidence for this learning outcome fits best into the bottom of band 2.</p>	<p>1a</p> <p>1b</p> <p>1c</p>
2	<p>A clear awareness was shown for the need for effective customer service in business. References to repeat business, customers feeling valued/making recommendations/loyalty and increasing sales of products.</p> <p>Clear reference was made to the communication methods used in different situations. In particular it was clear that the learner was able to show understanding during the observations.</p> <p>The overall evidence for this learning outcome fits best into the top of band 2.</p>	<p>2a</p> <p>2b</p>
3	<p>Evidence that the learner showed a very clear awareness of the importance of the consultation process is on each of the two 'pre-consultations' and on the write up afterwards.</p> <p>There was a wide range of differences in the consultation process identified in the consultations for the different industries. The learner also referred to these in the appraisal document, eg barbers compared to</p>	<p>3a</p> <p>3b</p>

	<p>hair/beauty/nails; different types of treatments requiring different consultations.</p> <p>Taking the learner's and the teacher's evidence this learning outcome best fits at the bottom of band 3.</p>	
4	<p>Comments from the teacher and evidence from the learner show that the consultations were comprehensive and varied, to include both hair and beauty treatments on male and female clients.</p> <p>The evaluation of the process fits into the top of band 2 as it was clear and gave some good suggestions for future improvements.</p> <p>Evidence for this learning outcome fits into the middle of band 3 overall.</p>	<p>4a</p> <p>4b</p>

#### General comments

The learner's language is sometimes colloquial and the style informal but this is not assessed and should not detract from the knowledge and understanding the learner has shown.

Marks awarded: agreed with marker on **total** score.

LO1 = 4

LO2 = 6

LO3 = 9

LO4 = 24

**Total = 43**