

TEACHER'S MARKING

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





Diploma in Hair & Beauty Studies



HAB2U4 – Teacher's Marking

Please note: every effort has been made to respect the right to anonymity of the source of this coursework and of those who have contributed to it, without compromising the work or invalidating it for the purpose to which it is to be put. Some personal details of contributors may therefore remain. We ask the reader to respect their right to privacy.

2009-10

Marking Grid - Unit 2.4

Learner name: *Alice Cole*

Learning Outcome	Band 1	Band 2	Band 3	Marks
1	0 - 3	4 - 6	7 - 9	÷ 3
		✓ 6		5
		✓ 5		Band 2
		✓ 4		
<p>Justification comments: <i>You showed a clear understanding of the safety aspects of communication skills. Your explanation of the importance of good communication skills was clear. You could have gone into more depth on personal presentation and brought in personal hygiene as an important factor. A successful career is not just about money but to be happy and satisfied. Overall a good understanding was shown.</i></p>				
2	0 - 3	4 - 6	7 - 9	÷ 2
		✓ 5		5
		✓ 5		Band 2
<p>Justification comments: <i>You showed a clear awareness of the need for effective customer service but you could have said a little more about the reputation of the business. I like your explanation of how barbers work compared to spa and beauty therapists but you did not mention the nail industry.</i></p>				
3	0 - 4	5 - 8	9 - 12	÷ 2
		✓ 8		9
			✓ 10	Band 3
<p>Justification comments: <i>You showed a clear awareness of the importance of the consultation process and the questions on the consultation form were clearly thought out and appropriate for each industry. You could have gone into more depth on how sales can be increased via consultation and how customer satisfaction is promoted. You identified a comprehensive list of the similarities and differences in the consultation processes. Well done Alice.</i></p>				
4	0 - 10	11 - 20	21 - 30	÷ 2
			✓ 28	24
		✓ 20		Band 3
<p>Justification comments: <i>You performed extremely good consultations Alice. You needed no help and did particularly well with Mr Harrison. Your evaluation of the process could have been in more depth and stated other times for consultation such as during the service. You could have made reference to more health and safety and the importance of keeping records safe and secure. In all though, a very good performance and a nice piece of work.</i></p>				
<p>Marker: A. Teacher Date: 3.3.10 Internal Moderator: A. A Moody Date: 6.4.10</p>			<p>Total marks out of 60</p>	<p>Total marks for learner 43 Band 3</p>