

SPECIMEN PAPER

UNIT 4 - EXPLORING BUSINESS MANAGEMENT FOR THE HAIR AND BEAUTY SECTOR



Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										



Level 3 Diploma Principal Learning
Specimen Paper

Hair and Beauty Studies HAB3U4

Unit 4 Exploring business management for the hair and beauty sector

Date Time

You will need no other materials.
You may **not** use a calculator.

Time allowed

- 2 hours

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 90.
- 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	
TOTAL	



Answer **all** questions.

1 (a) Summarise the main features of Maslow's motivational theory.

.....

.....

.....

.....

.....

.....

(4 marks)

1 (b) Explain how Maslow's theory can be applied to the management of personnel in a hairdressing salon.

.....

.....

.....

.....

.....

.....

(4 marks)

2 Describe **two** responsibilities of a salon manager for human resource management in a busy spa.

.....

.....

.....

.....

.....

.....

.....

(6 marks)

3 Evaluate how the legal obligations of the national minimum wage impact on business management policies and procedures.

.....

.....

.....

.....

.....

.....

(4 marks)

4 Explain **two** quality assurance methods that can be used to assess the performance of therapists working in a spa and explain what makes the method effective.

.....

.....

.....

.....

.....

.....

(4 marks)

5 (a) Identify **two** methods used to collect customer feedback.

.....

.....

(2 marks)

5 (b) Evaluate the use of the **two** methods identified in question 5 a) above.

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

6 Compare the advantages and disadvantages of using manual versus IT based systems for recording client treatments in a beauty salon.

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

7 Explain how the following communication methods can be used effectively by a salon manager:

- body language
- listening

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

8 Describe how to maintain an effective team working in a spa therapy centre.

.....

.....

.....

.....

.....

(3 marks)

9 (a) Describe how you would plan and implement a new emergency policy and procedure.

.....

.....

.....

.....

.....

.....

.....

.....

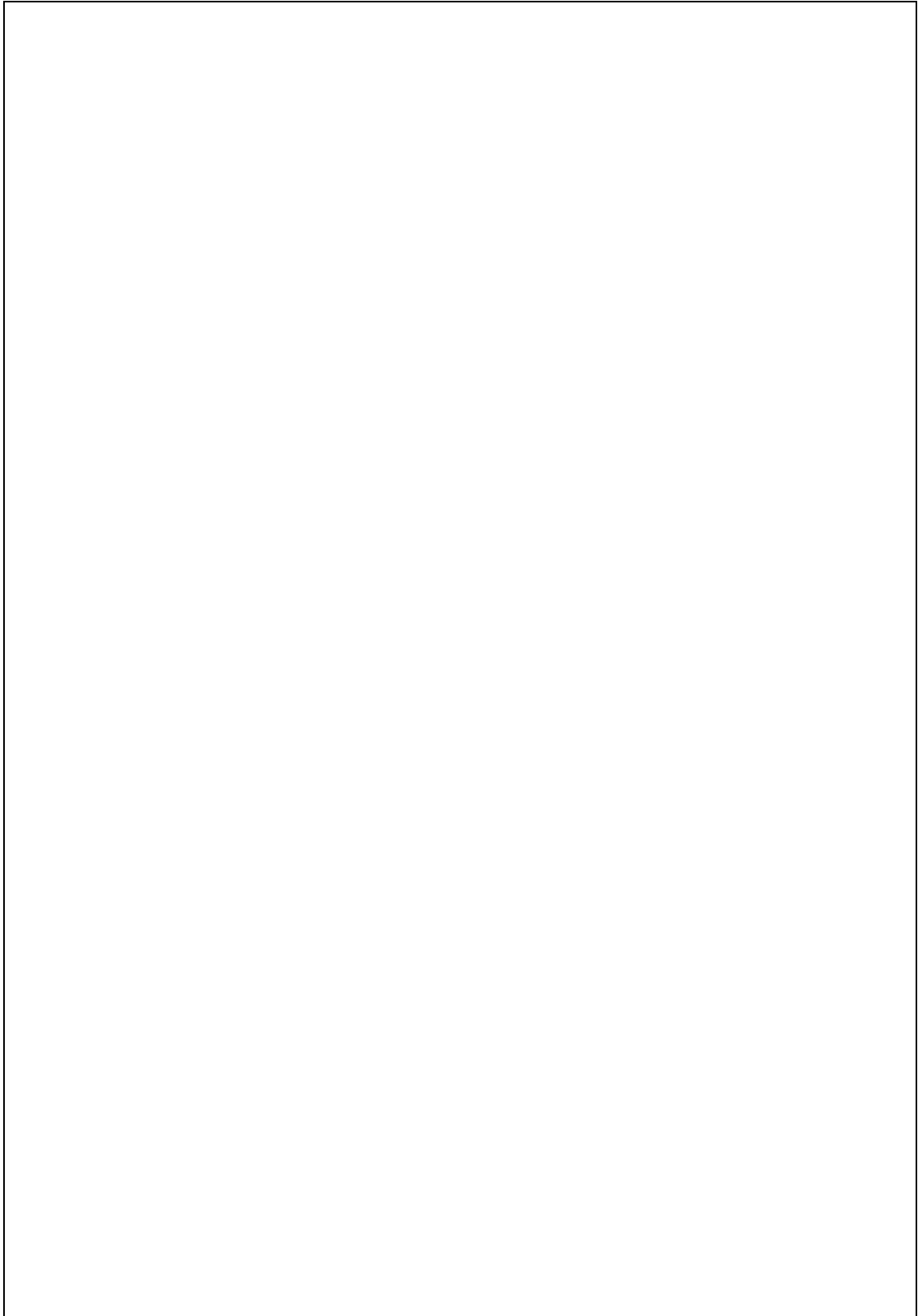
.....

.....

.....

(8 marks)

9 (b) Draft an emergency evacuation poster for display in a salon.



(5 marks)

Case Study for question 10

A nail bar in a city centre has eight work stations.

The business is struggling to make a profit even though on Fridays and Saturdays the technicians are fully booked.

Part-time technicians work 10am – 2pm Tuesday to Friday to fit around childcare arrangements.

Trainees assist technicians with their clients.

Opening hours per week: five full-days with Thursday as a late night.

The business employs:

- two trainees
- four full-time nail technicians
- two part-time nail technicians.

Pay arrangements are as follows:

- each full-time technician is paid £2 per hour above the minimum wage + 10% of their personal turnover
- each part-time technician is paid £2 per hour above the minimum wage + 10% of their personal turnover
- trainees are on the minimum training wage.

10 (a) Identify the main problems affecting the profits of the business in the case study.

.....

.....

.....

.....

.....

.....

(4 marks)

10 (d) Explain the benefits of using the interpersonal skills identified in question **10c)** effectively and sensitively with the staff members.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(6 marks)

END OF QUESTIONS