



Coimisiún na Scrúduithe Stáit
State Examinations Commission

**LEAVING CERTIFICATE
APPLIED 2010**

**MARKING SCHEME
VOCATIONAL SPECIALISM
HAIR AND BEAUTY**

COMMON LEVEL



Coimisiún na Scrúduithe Stáit State Examinations Commission

Leaving Certificate Applied 2010

Vocational Specialism – Hair and Beauty

(240 marks)

Tuesday, 15 June
Morning 11.30 to 1.00

Total Mark

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Credit

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Directions to Candidates

MARKING SCHEME

1. Write your EXAMINATION NUMBER in this space:
2. WRITE ALL ANSWERS INTO THIS ANSWER BOOK.
3. Candidates must attempt **FOUR** questions.
One question from **each** of the four sections.
4. Each question carries 60 marks.

<i>For the Superintendent only</i>	<i>For the Examiner only</i>		
Centre Stamp	1.	Total of end of page totals	
	2.	Aggregate total of all disallowed questions	
	3.	Total mark awarded (1 minus 2)	
	4.	Bonus mark for answering through Irish (if applicable)	
	5.	Total mark if Irish Bonus awarded (3 plus 4)	
	Note: The mark in row 3 (or row 5 if an Irish bonus is awarded) must correspond with the mark in the Total Mark box on the flap grid and on the front of the answerbook.		

Section 1 – Salon and Customer Care

(Attempt Question 1 or Question 2 from this section, each question carries 60 marks)

1. (a) What is a *gift voucher*? **1 explanation @ 4 marks** (4 marks)

**A substitute for cash which is gifted to someone and can be exchanged for goods or services*

in certain shops

(b) State **one** advantage and **one** disadvantage of gift vouchers for **each** of the following:

Salon (*that sells gift vouchers*) (8 marks)

1 advantage @ 4 marks

Advantage

**Helps to increase turnover/sales at key times e.g. Christmas *Person using the card will often add extra money to it when making a purchase *New customers brought to the salon *Many vouchers are never redeemed as they get lost *Cuts down on returned items/unwanted gifts especially after Christmas*

1 disadvantage @ 4 marks

Disadvantage

**Cost of issuing/printing *Services and goods not redeemed until later so reduced turnover at other times in the year *Risk of fraudulent vouchers*

Customer (*that purchases a gift voucher*) (8 marks)

1 advantage @ 4 marks

Advantage

**Helps to remove the stress of not knowing what to buy for someone who seems to have everything * Easy to buy, saves time*

1 disadvantage @ 4 marks

Disadvantage

**Customer may not like the fact that the person they are gifting it to knows how much they have spent*

Client (*that receives a gift voucher*) (8 marks)

1 advantage @ 4 marks

Advantage

**Can choose what they want to spend it on *Can add money to it to make a bigger purchase *Avoids unwanted gifts sitting in a cupboard*

1 disadvantage @ 4 marks

Disadvantage

**May feel its impersonal *Has to be used within a certain amount of time (expiry date)*

**If they lose it there is no comeback its like losing cash.*

**May not be a salon that they would have chosen to use*

**If shop ownership changes or shop closes down they lose the value of any unspent money on the voucher*

- (c) Identify **four** items of information that are usually found on a gift voucher. (12 marks)
4 items @ 3 marks each

1. _____
**Name of shop *address *Value (€) or *Description of services*

2. _____
**Expiry date *Number *Signature *Logo*

3. _____
**Name of person receiving/giving voucher*

4. _____

- (d) Outline **three** measures that a salon can take to protect against receiving counterfeit (forged) gift vouchers. (12 marks)

3 measures @ 4marks each

1. _____
**Keep a record/log of all vouchers sold e.g. No, amount, who they were sold to*

**Sign and date all vouchers*

2. _____
**Have vouchers professionally printed*

**Train staff on what to check for before accepting*

3. _____
**Store securely to avoid them being stolen and copied*

- (e) Explain how a *gift card* differs from a *gift voucher*. (8 marks)

1 point @ 4marks that relates to a gift card

1 point @ 4marks that relates to a gift voucher

**A gift card is a prepaid card that looks like a credit card*

**A gift card is an electronic card that can be used to purchase goods/services up to a certain value*

**A gift voucher is a paper alternative to a gift card*

2. (a) Explain the term *customer care*. (4 marks)

1 explanation @ 4marks

**Providing a good level of service to a customer*

**Looking after a customer at all stages of a service or purchase*

(b) Identify **two** reasons why customer care is important to a business. (8 marks)

2 reasons @ 4marks each

1. _____

**If a customer is happy they will return again (Repeat business)*

**If a customer is happy they will recommend the business to friends and colleagues*

2. _____

**If a customer is not treated well it is likely that they will tell people about their negative experience*

(c) Give **four** examples of good customer care in a salon. (12 marks)

4 examples @ 3 marks each

1. _____

**Always greet/acknowledge a client on arrival *Offer to take his/her coat*

**Offer a seat *Offer refreshments *Offer a magazine or newspaper*

2. _____

**Indicate if there is going to be any delay / how long before they will receive their booked service*

**Check that they are comfortable during the service e.g. while colour is processing*

3. _____

**Always listen attentively to client*

**When they are paying check that they were happy with the service*

4. _____

**Offer to make a future appointment for them *Thank them for their business*

**Check if they need a taxi called*

(d) A young couple has just moved to a new town. Suggest **four** factors that they might consider when selecting a new hairdressing salon. (12 marks)

4 factors @ 3 marks each

1. _____

**Physical appearance of local salons e.g. state of repair, hygiene*

**Range of services on offer to suit the couple *Cost of services *Comparison with other salons*

2. _____

**Opening hours e.g. they might need a late night service*

**Brands of products used*

3. _____

**Recommendations from neighbours etc *Experience /skill of stylists*

**Trial visit to salon to check out*

4. _____

- (e) A client phones a salon to say that he / she is unhappy with a haircut received earlier that day.

Describe how the receptionist should deal with the complaint.

(12 marks)

4 steps @ 3 marks each

**Listen without interruption*

**Acknowledge the complaint*

**Once they have finished recap on the issue to let them know that you understood the reason for their complaint and that you have been listening*

**Apologise to the customer*

**Be polite and helpful*

**Offer to try to put things right*

**Find out what would make the client happy*

**Invite client to come back to the salon for a consultation*

- (f) Describe **four** other complaints that a receptionist might have to deal with in a hairdressing salon.

(12 marks)

4 complaints @ 3 marks each

1. _____
**Client unhappy with hair colour*

**Client unhappy with perm e.g. condition of hair*

2. _____
**Colour / bleach on client's clothes*

**Clients clothes getting wet during shampoo service*

3. _____
**Client kept waiting*

**Cost of service too high*

4. _____
**Difference between service requested and those carried out or charged for*

**Coat gone missing*

Section 2 – Haircare

(Attempt Question 3 or Question 4 from this section, each question carries 60 marks)

3. (a) Identify **four** factors that should be considered when purchasing *hairspray*. (12 marks)

4 factors @ 3 marks each

**Strength of spray e.g. strong, extra strength etc.*

1. _____

**Type of container: aerosol can that sprays continuously or pump that sprays in small bursts*

2. _____

**Suitability for hair type e.g. fine, frizzy etc.*

**Size of can*

**Cost*

**Brand*

3. _____

**Scent *Special features e.g. UV protection*

4. _____

(b) State **two** advantages and **two** disadvantages of using hairspray. (12 marks)

2 advantages @ 3 marks each

Advantages

**Holds a style in place*

**Quick and easy to use*

1. _____

**Reduces the effect of static electricity*

**Applied to dry hair*

2. _____

2 disadvantages @ 3 marks each

Disadvantages

**Builds up on hair*

1. _____

**Aerosol cans are bad for the environment*

2. _____

(c) Describe how hairspray should be applied. (12 marks)

4 points @ 3 marks each

**Follow instructions on can*

**Spray in well ventilated area*

**Check with client before spraying in case they suffer from asthma*

**Instruct client to close eyes or protect eyes with your hand or a shield*

**Spray at least 10 cms away from hair*

**Spray evenly*

(d) Outline **two** factors that are important when storing hairspray. (8 marks)
2 factors @ 4 marks each

1. _____
**Hair spray is flammable so needs to be kept away from naked flame*
- _____
- *Store in cool dry place*
2. _____
** Store away from direct sunlight*
- _____

(e) Name **two** different types of finishing products that are suitable for men's hair styling. (8 marks)

2 types @ 4 marks each

- *Gel* **Wax*
1. _____
- *Gloss* ** Cream*
2. _____

Describe **one** result / effect that could be achieved by using one of the products you have named. (8 marks)

1 description @ 8 marks

- _____
- *e.g. Gel: enables a style to be sculpted e.g. can stiffen hair to stand up*
- _____
- _____
- _____

- (c) The following tests are often carried out before hair colour is applied.
Explain **each** one.

Strand test

(12 marks)

2 points @ 6 marks each

**Colour is placed on a single strand of hair*

**To predetermine the mixture and *processing time*

**To ensure client gets the colour they are looking for*

Skin / patch test (allergy test)

(12 marks)

2 points @ 6 marks each

**A test that is carried out to find out if a clients skin reacts to chemicals in the colour*

**A small amount of colour is mixed and dabbed behind the ear or in the fold of the arm*

**Excess is wiped away*

**Colour is left to dry*

**Client reports any discomfort over the next 24-48 hours*

- (d) Describe a routine for maintaining and prolonging permanent hair colour. (12 marks)

3 points @ 4 marks each

**Avoid sun or keep hair covered with a hat or scarf*

**Avoid chlorine in swimming pools or wear a swimming cap*

**Use shampoos and conditioners specially formulated for coloured hair*

Hard skin on the feet

2 items @ 1 mark each

(8 marks)

Materials / equipment

*Basin of water

*Foot cream

*Pumice stone

2 points @ 3 marks each

Routine

*Soak feet in warm water *Dry feet *While skin is soft rub with a pumice stone to remove dead skin

*Apply foot cream

*Carry out above routine regularly to avoid the build up of dead skin

- (c) Outline **four** effects that wearing the shoe below might have on the feet if worn regularly to work. (12 marks)



4 effects @ 3 marks each

1. _____

*Causes stress on the joints of the foot

*Foot can be forced into a narrow area

2. _____

*Awkward gait

*Ingrown toenails

*Bunions

3. _____

*Toe deformities

*Heel pain

4. _____

*Ankle twisting

*Blisters etc.

- (d) What is a chiropodist? (4 marks)

1 explanation @ 4 marks

*A person who specialises in the care and treatment of foot conditions

- (e) Identify **two** services provided by a chiropodist. (8 marks)

2 services @ 4 marks

*Removal of ingrown toe nails

1. _____

Treatment of: *corns, *calluses, *verruca, *fungal infections

2. _____

*Management of foot problems caused by e.g. rheumatoid arthritis etc.

6. (a) State **one** purpose of **each** of the following *eye make-up* products. (12 marks)
1 point @ 3marks

Eye shadow _____
**Helps eyes stand out more *Adds depth and dimension to the eyes*

**Compliments eye colour *Compliments clothes colour *Draws attention to the eyes*

1 point @ 3marks

Mascara _____
*Makes eyelashes look: *darker *thicker and *longer*

1 point @ 3marks

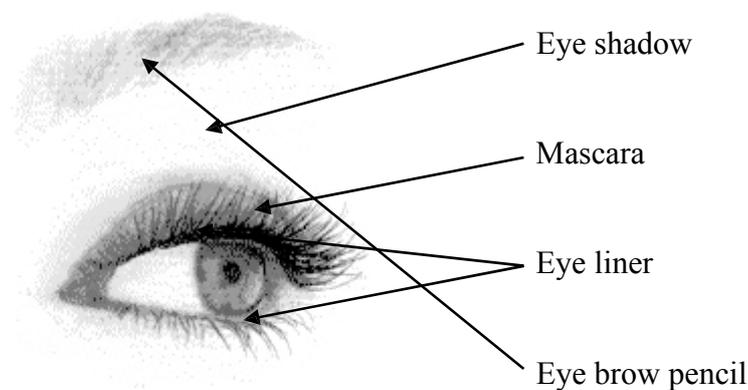
Eye liner _____
**Frames and defines the contour of the eyes*

1 point @ 3marks

Eye brow pencil _____
**Adds emphasis to the eyebrow *Darkens the eyebrow*

**Fills in any gaps in the eyebrow *Can change the shape of the eyebrow*

(b) Indicate on the drawing of the eye area where **each** of the products listed should be applied. Draw a line from **each** product to the correct eye area. (12 marks)
4 @ 3 marks each



(c) Give **two** reasons why eye make-up should be removed before going to bed. (8 marks)
2 reasons @ 4 marks

1. _____
** To avoid make-up getting into eyes *To avoid the risk of eye infection*

- _____
**To avoid getting make-up on bed clothes *To allow skin to breath*
2. _____
**To prevent eyelashes from getting brittle and breaking off*

- _____
**To save time in the morning*

(d) Suggest **four** factors that should be considered when *storing* and *caring* for eye-make. (12 marks)

4 factors @ 3 marks each

** Put lids back on products after using to prevent them from drying out*

1. _____

** Put lids back on products after using to stop dust and dirt getting into containers *Keep out of direct*

*sunlight to prevent damage taking place e.g. products melting *Don't share products with others: avoids*

2. _____

*spreading infection *Wash hands before using to avoid contaminating*

**Don't use if you have an eye infection such as conjunctivitis to avoid contaminating products*

3. _____

**Discard products if colour changes or an odour develops*

**Observe the shelf life/expiry dates*

4. _____

**Don't keep mascara for long lengths as germs build up in the container*

**Don't over pump mascara as it dries out *Keep pencil products sharpened and store in a container where they can stand up*

**Keep products in a container ideally with sections for each type of product to keep them neat and easy to find *Where you have more than one of the same product don't open all of them at the same time: use and finish one before opening a new one.*

(e) What is *eyelash tinting*? (4 marks)

1 description @ 4 marks

**Process where eyelashes are dyed usually to make them look darker, longer, thicker or more attractive.*

(f) State **two** advantages of eyelash tinting. (8 marks)

2 advantages @ 4 marks

1. _____

**Darkens eyelashes without the need for mascara*

**Accentuates the eyelashes*

2. _____

**Saves time when doing make-up *Natural looking*

(g) How long does eyelash tinting normally last? (4 marks)

1 @ 4 marks

**4 weeks approx.*

Section 4 - Bodycare

(Attempt Question 7 or Question 8 from this section, each question carries 60 marks)

7. (a) Outline the effect(s) that **each** of the following can have on the *heart*:

Diet (8 marks)

2 points @ 4 marks each

**Poor diet can lead to overweight /obesity which are common risk factors for heart disease*

**Some foods increase the risk of coronary heart disease others protect against it*

Exercise (8 marks)

2 points @ 4 marks each

**Inactivity is a major risk factor for heart disease*

**Exercise helps to improve heart health and lowers risk to the heart*

**The heart becomes stronger as a result of exercise so it can pump more blood through the body*

Stress (8 marks)

2 points @ 4 marks each

**Stress increases the heart rate*

**The rate of blood flow speeds up increasing blood pressure*

**There is a link between high levels of stress hormones in the body and heart failure*

Smoking (8 marks)

2 points @ 4 marks each

**Smoking can lead to heart attack or heart failure*

**Smoking leads to inadequate blood supply due to the effects of carbon monoxide discharged from*

tobacco smoke

- (b) Indicate with a tick (✓) whether **each** of the following statements is true **or** false. (12 marks)

4 @ 3 marks each

		TRUE	FALSE
1.	Heart disease is the biggest cause of death in Ireland for both men and women.	✓	
2.	Heart disease is caused by the widening of the coronary arteries.		✓
3.	Having high blood pressure reduces the risk of getting heart disease.		✓
4.	Children of parents with heart disease are more likely to develop heart disease.	✓	

- (c) What is *cholesterol*? 1 point @ 4 marks (4 marks)

**A fat which is produced by the liver*

**When there are high levels of cholesterol in the blood the blood vessels become blocked leading to increased risk of heart disease or stroke*

- (d) How is a person's cholesterol level checked? 1 point @ 4 marks (4 marks)

**A small sample of blood is drawn and analyzed in a laboratory*

- Blood test carried out by a doctor or in the hospital*

- (e) Describe a routine that could be followed to help lower cholesterol. 2 points @ 4 marks each (8 marks)

**Try to maintain a healthy weight*

**Take regular exercise*

**Eat a diet that contains low cholesterol foods*

**Eat a diet low in saturated fat*

**Eat lean meat and skinless poultry*

**Avoid fried foods*

- (d) Describe how to protect the clothes and hair before applying a face mask. (8 marks)

Clothes

1 point @ 4 marks

**Cover clothes e.g. with bath towel*

**Tuck tissues around the neck line*

Hair

1 point @ 4 marks

**Tie hair back and use hair band*

**Cover hair with a shower cap to prevent hair falling into face*

- (e) Indicate **two** signs / symptoms that might suggest that the skin is reacting badly to a face mask. (8 marks)

2 signs @ 4 marks each

1. _____
**Burning or hot sensation*

**Reddening skin* **Rash*

2. _____
**Itchy skin* **Swelling*

- (f) Describe the routine that should be followed if there is an adverse (bad) reaction to a face mask. (8 marks)

2 points @ 4 marks each

**Remove product immediately*

**Bath face in cool water to cool skin down*

**If reaction continues to worsen seek immediate medical help*

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For the examiner only

Question	Mark
1	
2	
3	
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5	
6	
7	
8	
Irish Bonus	
Total Mark	