



TERTIARY AND VOCATIONAL EDUCATION COMMISSION
COMMON WRITTEN EXAMINATION – 2022



Cosmetology

NVQ Level 5 Semester II Examination

Customer Care, Market Promotions and Interpersonal Relations in the Salon- 093C001M08

- Answer any five (05) Questions.

Time: 3 Hours

Total Marks: 100

Q .01

Customer care is the process of building an emotional connection with your customers, whereas customer service is simply the advice or assistance your business provides them.

- I) How can you define the term “Customer”? (04 marks)
- II) Write down the customer care techniques? (02 marks)
- III) What would be the key features that can be identified in good customer services? (05 marks)
- IV) Outline the five advantages associated with good customer care services. (05 marks)
- V) What do you mean by the customer loyalty? (04 marks)

Q.02

Acquiring first-hand customer feedback opens growth opportunities for businesses. Encouraging customers to complain and share their opinions is an easy way to share their genuine feedback according to their satisfaction.

- I) Why do customers usually complain? (04 marks)
- II). Define a “Complaint” (04 marks)
- III). What is the importance of a complaint to an Organization? (03 marks)
- IV). State the major steps that involved in the complaint handling process? (05 marks)
- V). Who are the customers with special needs? (04 marks)

Q.03

- I). Good leaders listen to people with great attention and sincerity. It helps them understand people and their perspectives. What are the characteristics of good leader? (05 marks)
- II). How to handle unhappy clients, state the major points in the process? (06 marks)
- III). What is the importance of team work? (04 marks)
- IV). Training is very important and it may lead to a successful organization. Explain the importance of training and development programs for employees. (05 marks)

Q .04

- I). What are the payment types that can be used in the cosmetology industry? (04 marks)
- II). Define the term “Market”? (04 marks)
- III). What is the difference between selling and the marketing.? (06 marks)
- IV). Write the 4Ps in marketing mix. (02 marks)
- V). What are the different types of advertising and promotional activities that can be used in cosmetology industry? (04 marks)

Q.05

- I). How you can define the competitor analysis (04 marks)
- II). What is the main purpose of doing competitor analysis for a business? (03 mark)
- III). Identify the importance of competitor analysis. (03 marks)
- IV). What are the major steps in competitor analysis? (07 marks)
- V). Define the term” Benchmarking” (03 marks)

Q 06.

Write short notes on following topics

- I) Customer care etiquettes. (05 marks)
- II) The importance of interpersonal relationships within organization. (05 marks)
- III) Digital promotional tools. (05 marks)
- IV) Marketing Mix (05 marks)