



**TERTIARY AND VOCATIONAL EDUCATION COMMISSION
COMMON WRITTEN EXAMINATION – 2022**



Cosmetology

NVQ Level 6 Semester II Examination

Marketing of Cosmetology Services- 093C001M17

- **Section A – Compulsory question and selected any four (04) questions from section B**

Time: 3 Hours

Total Marks: 100

Section A (Compulsory)

Q1)

- Name 3 essential elements of a marketing campaign (3 Marks)
- Write 3 limitations of online marketing (3 Marks)
- State 2 different ways to reach out to your target audience (2 marks)
- In a SWOT analysis, SWOT stands for (2 marks)
- State the 4 stages Product life-cycle management (4 marks)
- State two type of marketing Environment (2 marks)
- What is the purpose of segmentation (2 marks)
- Write two types of distribution channels (2 Marks)

(20 marks)

Section B

Q2)

- “As an entrepreneur, conducting market research helps you make better business decisions and avoid costly mistakes”. Elaborate the statement (6 marks)
- Explain 3 common mistakes that can be made in conducting market research. (6 marks)
- Distinguish between online survey and Telephone Survey (8 marks)

(20 marks)

Q3)

- a) How Did You Define Salons' Target Market (6 marks)
- b) Identify 5 Key Elements Which Defines Hair Salons Target Market (6 marks)
- c) What is a primary target market? Explain (8 marks)

(20 marks)

Q4)

- a) Identify the importance of market segmentation (5 marks)
- b) B) Illustrate a SWOT analysis for your own salon (8 marks)
- c) “Customer satisfaction helps your business to achieve success and gain a competitive edge over competitors”. Explain. (7 marks)

(20 marks)

Q5

- a) What is a Business Contingency Plan? Explain (5 marks)
- b) “The right price for your products or services helps you maximize profits while maintaining a good relationship with your customers”. Explain (8 marks)
- c) “Digital campaigns are comparatively effective rather than TV/ radio. Also it can be measured easily and more accurately than traditional media”. Comment on the statement.

(7 marks)

(20 marks)

Q6) Write short notes on following topics (5 marks)

- a) Cost of marketing
- b) Types of marketing and promotional activities
- c) A market survey
- D) Social media marketing

(20 marks)