

**ITEC LEVEL 2 UNIT TEST SPECIFICATION  
2016**

**Unit 627 Promote Products and Services to Clients in the Salon**

External Assessment Method:	Multiple Choice Question Paper on demand	
Duration of External Assessment:	15 minutes	
Pass Mark:	60%	
Grading:	Pass, Credit or Distinction	
Frequency of External Assessment:	On demand (once ALL hours for the unit have been completed)	
Assessment criteria to be Assessed:	All assessment criteria will be assessed	
Format of Questions:	Stem, 1 key and 3 distracters	
No. of Questions	10 questions	
Distribution of questions:  Each question will be allocated one mark.   The breakdown of questions listed can be found in the assessment criteria in the ITEC syllabus for unit 627 as follows:	<u>Unit</u>	<u>No. of Questions per unit</u>
	Unit 627 Promote Products and Services to Clients in the Salon	10
	<u>Breakdown of Questions</u> Unit 627 Promote Products and Services to Clients in the Salon : <ul style="list-style-type: none"> <li>• Benefits of promoting services and products, terms 'features' and 'benefits' (2Q)</li> <li>• Listening and questioning techniques, face to face communication, personal presentation (2Q)</li> <li>• Importance of good product and service knowledge, interpreting buying signals(2Q)</li> <li>• Stages of the sales process (1Q)</li> <li>• Legislation that affects selling of services and products (2Q)</li> <li>• Methods of payment (1Q)</li> </ul>	<u>Related to ITEC Assessment Criteria for each Unit as listed below:</u>  1.8, 1.10  1.9, 1.11, 1.12  1.13, 1.14  1.15  1.16  1.17

Administration of External Assessment:	For security required of centres and for the administration of examination papers, please refer to the <i>ITEC Regulations and Procedures for Operating Theory Examinations</i> document.	