

Multiple Choice Sample Questions

ITEC Unit 22 – Professional Conduct and Business Awareness

1	Which of the following explains fixed costs?		1
A	Fixed costs are costs that are dependent upon the amount of variable salary paid to each employee	B Fixed costs are costs affected by the levels of business carried out	D
C	Fixed costs are costs that are directly proportional to the levels of business carried out	D Fixed costs are costs that are not affected by the levels of business carried out	
2	Why is good customer service important to a business?		2
A	Because it will always reduce costs	B Because it is a legal requirement	C
C	Because it helps to generate repeat business	D Because it improves cash flow	
3	Which of the following is a basic principle of selling?		3
A	Pressurising a client into purchasing a product	B Never pre-judging a customer's ability to purchase	B
C	Selling a product even if it is not suitable for the client	D Pre-judging a customer's ability to purchase	
4	What is marketing?		4
A	The management process of identifying, anticipating and satisfying consumer requirements profitably	B A procedure for dealing with consumer enquiries and complaints	A
C	A process for establishing objectives and determining the best way of achieving them	D The end results, goals or targets that an organisation, department or individual seeks to attain	
5	Viral infections are:		5
A	Reproduced inside the human cell	B Reproduced at the site of infection	A
C	Reproduced by the nervous system	D Reproduced by allergens	
6	Which of the following is a disadvantage of an autoclave?		6
A	It can damage metal items	B It can damage sponges and wooden items	B
C	It is too large for salon use	D It can contaminate reusable items	
7	What is First Aid?		7
A	The definition of an injury	B The first person at the scene of the accident	D
C	The arrival of a medically qualified person at the scene of the accident	D The initial assistance given to a casualty before the arrival of a medically qualified person	
8	How can continual professional development be obtained?		8
A	By behaving in a professional manner at all times	B By continually developing relationships with other salons/clinics in your area	C
C	By attending lectures and/or additional training courses throughout the year	D By introducing, developing and promoting new products throughout the year	
9	What is the purpose of a record card?		9
A	To record the client's email address and next of kin only	B To record the client's name, date of birth, address and telephone number only	D
C	To record up-to-date information on the client's medical health only	D To record up-to-date information on the client's personal details, medical details, treatment and aftercare advice	
10	When would the therapist need to gain consent from a doctor prior to treatment?		10
A	If the client is taking medication	B If the client is under 16 years of age	A
C	If the client is too ill to consent themselves	D If the client is over 16 years of age	