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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY  
UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR  
FIRST YEAR, FIRST SEMESTER EXAMINATION  
FOR THE CERTIFICATE IN BEAUTY THERAPY AND HAIRDRESSING**

Date: 6<sup>th</sup> August, 2024  
Time: 11.30am – 1.30pm

**CBH 101 INTRODUCTION TO BEAUTY THERAPY**

**INSTRUCTIONS TO CANDIDATES**

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**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

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**QUESTION ONE (30 MARKS)**

- a) The hair saloon economy comprises various sectors. Briefly discuss five sectors of the economy that have links to the hair and beauty sector. **(5 marks)**
- b) Clients have diverse needs that must be met in the hair and beauty industry. Describe five ways to fulfill clients' needs in the beauty industry. **(5 marks)**
- c) What are the various methods used in order to gain loyal clients when offering service in the beauty industry. **(5 marks)**
- d) Certain norms or attributes are inappropriate for discussion in a beauty salon. State five attributes that should not be discussed in a beauty salon. **(5 marks)**
- e) Identify five uses of moisturizers on the skin as studied in hairdressing and beauty therapy. **(5 marks)**
- f) Briefly explain five benefits of facial treatments in hairdressing and beauty therapy profession. **(5 marks)**

**QUESTION TWO (20 MARKS)**

- a) Discuss four benefits of hygiene and sanitation as expressed in beauty therapy professionalism. **(8 marks)**
- b) The epidermis performs various functions in the skin. Describe two functions of the epidermis. **(4 marks)**
- c) Exfoliation serves different purposes in skincare. Explain four purposes of exfoliation. **(8 marks)**

### **QUESTION THREE (20 MARKS)**

- a) Describe four roles of a beauty therapist in promoting clients' well-being and self-esteem in beauty therapy and hairdressing sector. **(8 marks)**
- b) Discuss two key components of client confidentiality in beauty therapy as expressed in Hairdressing beauty therapy. **(4 marks)**
- c) Setting up a beauty therapy business involves certain steps. Explain the steps involved in establishing a beauty therapy business. **(8 marks)**

### **QUESTION FOUR (20 MARKS)**

- a) Clients have individual needs and desires that must be met. Discuss four ways a cosmetologist can satisfy clients' expectations. **(8 marks)**
- b) As a beautician explain two factors that may positively influence your clients. **(4 marks)**
- c) Highlight and explain four ways to achieve and gain successful and loyal customers in cosmetology sector. **(8 marks)**

### **QUESTION FIVE (20 MARKS)**

- a) Describe four ways how to handle a client who wishes to make a complaint in the saloon after the service. **(8 marks)**
- b) When attending to clients, it is important to communicate effectively to ensure their comfort during the service. State four appropriate issues a beautician can discuss with clients. **(4 marks)**
- c) The beauty saloon industry uses various terms. Discuss four terms commonly used in the beauty saloon industry. **(8 marks)**