



ASSISTANT BEAUTY & WELLNESS CONSULTANT

Sample Question Paper
B&WSSC



SAMPLE QUESTION PAPER

Beauty & Wellness Sector Skill Council

Qualification Name: Assistant Beauty & Wellness Consultant

QP Code: BWS/Q4001

NSQF Level: 3

Assessment Type: Sample Question Paper

Assessment Structure

Component	Marks
Theory	145
Practical	285
Viva	245
Total	675

SECTION A – THEORY

Total Questions: 30

Time Allowed: 45 Minutes

Total Theory Marks: 145

Instructions

1. All questions are compulsory.
2. Choose the most appropriate answer for each question.
3. Use of unfair means is strictly prohibited.

Multiple Choice Questions

1. Why is visual merchandising important in product sales?
 - a) Decoration
 - b) Attract customers and encourage purchase
 - c) Reduce stock
 - d) Save time
2. Which principle ensures safety in product display?
 - a) Bright colours
 - b) Proper placement and stability
 - c) Large posters
 - d) Discounts
3. Why should expired products be removed immediately?
 - a) Space issue
 - b) Safety and legal compliance
 - c) Decoration
 - d) Branding

4. Why must promotional offers be clearly communicated to customers?
 - a) Increase workload
 - b) Avoid confusion and build trust
 - c) Decoration
 - d) Save time
5. Which activity supports effective promotional events?
 - a) Ignoring feedback
 - b) Monitoring stock regularly
 - c) Hiding discounts
 - d) Overcrowding display
6. What is cross-selling?
 - a) Selling same product
 - b) Suggesting complementary products
 - c) Refusing customer queries
 - d) Discounting
7. Why is client consent required before analysis?
 - a) Documentation
 - b) Ethical and professional practice
 - c) Marketing
 - d) Time saving
8. Which tool may be used for skin analysis if available?
 - a) Thermometer
 - b) Magnifying lamp
 - c) Calculator
 - d) Mirror only
9. Why should analysis findings be recorded?
 - a) Decoration
 - b) Future reference and service continuity
 - c) Marketing
 - d) Speed
10. Which factor is MOST important while recommending products?
 - a) Brand popularity
 - b) Client skin/hair type and concern
 - c) Price only
 - d) Packaging
11. Why is a patch test recommended?
 - a) Decoration
 - b) Check allergic reactions
 - c) Speed
 - d) Sales



12. When should a client be referred to a senior consultant?
 - a) Always
 - b) In case of complex conditions
 - c) For discounts
 - d) For billing
13. Why should product usage be demonstrated step-by-step?
 - a) Decoration
 - b) Correct and safe application
 - c) Save time
 - d) Marketing
14. What should be explained along with product usage?
 - a) Brand history
 - b) Do's, don'ts and precautions
 - c) Competitor products
 - d) Discounts
15. Why is hygiene important during demonstrations?
 - a) Decoration
 - b) Client safety and trust
 - c) Speed
 - d) Cost
16. Why is accurate billing important?
 - a) Decoration
 - b) Transparency and financial control
 - c) Speed
 - d) Marketing
17. Which payment mode is commonly used today?
 - a) Barter
 - b) UPI / digital payment
 - c) Credit only
 - d) Cash only
18. Why should transaction errors be reported immediately?
 - a) Hide mistake
 - b) Correct records and accountability
 - c) Decoration
 - d) Delay work
19. Why should tools be sanitized before and after use?
 - a) Decoration
 - b) Prevent cross-infection
 - c) Speed
 - d) Branding

20. What should be done in case of a workplace hazard?

- a) Ignore
- b) Report to supervisor
- c) Hide
- d) Continue work

21. What reflects professional grooming?

- a) Casual clothes
- b) Clean uniform and personal hygiene
- c) Loud communication
- d) Speed

22. Why is polite communication important?

- a) Decoration
- b) Client satisfaction and trust
- c) Marketing
- d) Discipline

23. What is teamwork?

- a) Working alone
- b) Coordinated effort with colleagues
- c) Competition
- d) Silence

24. Why is record-keeping important?

- a) Decoration
- b) Tracking sales and client data
- c) Speed
- d) Branding

25. Why should feedback be taken from clients?

- a) Formality
- b) Improve service quality
- c) Decoration
- d) Delay work

26. Which practice ensures customer confidentiality?

- a) Sharing data
- b) Secure record handling
- c) Displaying forms
- d) Loud discussion

27. What helps build long-term client relationships?

- a) Force selling
- b) Honest guidance and care
- c) Discounts only
- d) Speed

28. What is ethical sales practice?
- a) Misleading claims
 - b) Honest product recommendation
 - c) Pressure tactics
 - d) Overpricing
29. Why is stock rotation important?
- a) Decoration
 - b) Prevent expiry and loss
 - c) Marketing
 - d) Speed
30. Why is self-development important in sales roles?
- a) Exam purpose
 - b) Skill upgradation and growth
 - c) Decoration
 - d) Discipline



SECTION B – PRACTICAL

Total Marks: 285

Practical Tasks (NOS-based)

1. Arrange and display beauty & wellness products
2. Implement a seasonal promotional offer
3. Conduct skin & hair analysis (simulation allowed)
4. Assist client in selecting suitable products
5. Demonstrate correct usage of a product
6. Perform billing and POS operation
7. Maintain hygiene and safety standards

SECTION C – VIVA VOCE

Total Marks: 245

Indicative Viva Questions

1. Why is skin and hair analysis important before selling products?
2. What precautions should be taken during product demonstrations?
3. Explain cross-selling and up-selling.
4. Why is hygiene critical in product handling?

How do you handle an unhappy customer?

END OF QUESTION PAPER

Note:

This question paper is also available in the following regional languages:

Assamese, Bengali, Gujarati, Hindi, Kannada, Malayalam, Marathi, Odia, Punjabi, Tamil and Telugu.