

Esthetics 2025 Group B June

Question 1

Multiple choice (one answer)

Particular identifying characteristics of an area or population, such as the specific size, age sex or ethnicity of its residents, average income and buying habits

- ☐ History
 - ☐ Location
 - ☐ Demographics
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Question 2

Multiple choice (one answer)

Manual or set instructions designated to standardize operations that supplies specific protocols for conducting individual services such as the expected method for performing a glycolic or microdermabrasion treatment

- ☐ Procedural Guide
 - ☐ Business Plan
 - ☐ Employee Manual
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Question 3

Multiple choice (one answer)

Income generated from selling services and products or money taken in

- ☐ Revenue
 - ☐ Profit
 - ☐ Costs
-

Question 4

Multiple choice (one answer)

Business expenses that fluctuate such as utilities, supplies, and products and advertising

- ☐ Premium Costs
 - ☐ Fixed Costs
 - ☐ Variable Costs
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Question 5

Multiple choice (one answer)

Form of business ownership whereby an individual acts as sole owner and manager and is responsible for determining all policies and making all of the necessary decisions associated with running a business

- ☐ President
 - ☐ S Corporation
 - ☐ Sole Proprietorship
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Question 6

Multiple choice (one answer)

A handbook or guide that supplies employees with important general information about salon operations such as number of sick days or vacation time allowed, what holidays the spa is closed, the procedure for calling in late or sick, the appropriate dress code for estheticians and other policies

- ☐ Public Relations
 - ☐ Employee Manual
 - ☐ Job Description
-

Question 7

Multiple choice (one answer)

Items available for sale to clients

- ☐ Consumption Supplies
 - ☐ Supplies
 - ☐ Retail Supplies
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Question 8

Multiple choice (one answer)

An arrangement in which the esthetician is required to pay the owner a set rental fee, along with payment of utilities as agreed upon, to operate within the confines of a particular space within the owner's establishment

- ☐ Employee
 - ☐ Part Time Employee
 - ☐ Booth Rental
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Question 9

Multiple choice (one answer)

Items that are used to conduct business operations on a daily basis

- ☐ Consumption Supplies
 - ☐ Contact Supplies
 - ☐ Retail supplies
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Question 10

Multiple choice (one answer)

Form of business ownership whereby three or more people known as stockholders share ownership however this is considered an independent legal entity separate and distinct from owners with its own rights privileges and liabilities

- ☐ Corporation
 - ☐ Partnership
 - ☐ Variable Ownership
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Question 11

Multiple choice (one answer)

Amount of money available after all expenses are subtracted from all revenues

- ☐ Profit
 - ☐ Fixed Costs
 - ☐ Revenue
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Question 12

Multiple choice (one answer)

The planning and development of relationships to achieve a certain desired behaviour

- ☐ Job Description
 - ☐ Public Relations
 - ☐ Business Plan
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Question 13

Multiple choice (one answer)

Specified list of duties and responsibilities that are required of an employee in the performance of his or her job

- ☐ Procedural Guide
 - ☐ Job Description
 - ☐ Employee Manual
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Question 14

Multiple choice (one answer)

Operating costs that are constant : for example rent and loan payments

- ☐ Profit
 - ☐ Fixed Costs
 - ☐ Revenue
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Question 15

Multiple choice (one answer)

Form of business ownership whereby two or more people share ownership, although this does not necessarily mean an equal arrangement. People assumes the others unlimited liability for debt. Profits are shared among the people

- ☐ Partnership
 - ☐ Corporation
 - ☐ Share Holders
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Question 16

Multiple choice (one answer)

A strategy for understanding key elements in developing business that also serves as a guide to making informed business decisions

- ☐ Public relations
- ☐ Procedural Guide
- ☐ Business Plan