

Pivot Point Business 103 Practice Test (Sample)

Study Guide



Everything you need from our exam experts!

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Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations.

3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

Questions

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- 1. If you are going to be absent or have vacation time, which action should you avoid?**
 - A. Notify your client**
 - B. Prebook your client**
 - C. Avoid telling the client**
 - D. Reschedule client with another designer**

- 2. Which statement represents a specific goal for securing employment?**
 - A. I will get a job.**
 - B. I will very easily get a job.**
 - C. I will most likely get a job somewhere close to where I might live.**
 - D. I will get an entry-level position in a reputable salon after graduation.**

- 3. Which of the following is perhaps the easiest buyer motivation to recognize in the salon?**
 - A. Want**
 - B. Need**
 - C. Like**
 - D. Dislike**

- 4. Which of the following is an example of using referrals as a successful advertising tactic?**
 - A. Television**
 - B. Billboards**
 - C. Word-of-mouth**
 - D. Pamphlets**

- 5. Which form of advertising involves sending postcards or flyers to prospective clients?**
 - A. Direct mail advertising**
 - B. TV and radio advertising**
 - C. Word-of-mouth advertising**
 - D. Involvement in community affairs**

- 6. Before a salon owner can hire employees they need to apply for a(n):**
- A. Credit card**
 - B. Social Security card**
 - C. Social Insurance Number**
 - D. Federal Employer Identification Number**
- 7. When assessing whether a goal is feasible, which attribute confirms it can be accomplished?**
- A. Specific**
 - B. Realistic**
 - C. Achievable**
 - D. Measurable**
- 8. Which of the following would most likely be considered a part of a client factor?**
- A. Client's contact information**
 - B. The salon's equipment**
 - C. The city where the salon is located**
 - D. The latest beauty trends**
- 9. Who must apply for a state sales tax permit before collecting taxes on products or services sold?**
- A. Lawyer**
 - B. Employee**
 - C. Customer**
 - D. Salon owner**
- 10. Where would you record a client's appointment details including service and contact information?**
- A. I-9 form**
 - B. Appointment book**
 - C. State income tax form**
 - D. Federal income tax form**

Answers

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1. C
2. D
3. B
4. C
5. A
6. D
7. C
8. A
9. D
10. B

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Explanations

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1. If you are going to be absent or have vacation time, which action should you avoid?

- A. Notify your client**
- B. Prebook your client**
- C. Avoid telling the client**
- D. Reschedule client with another designer**

When you're going to be absent, the priority is to keep the client informed and ensure their service isn't disrupted. Notifying the client in advance shows respect for their time and helps them plan around your absence. Prebooking your client helps secure a future appointment, maintaining continuity and loyalty. If needed, rescheduling the client with another designer keeps their service moving forward without interruption. The action to avoid is not telling the client; withholding information creates confusion, can lead to missed appointments, and damages trust in your reliability.

2. Which statement represents a specific goal for securing employment?

- A. I will get a job.**
- B. I will very easily get a job.**
- C. I will most likely get a job somewhere close to where I might live.**
- D. I will get an entry-level position in a reputable salon after graduation.**

A specific, time-bound employment goal is most effective because it gives you a concrete target to work toward. Saying you will get an entry-level position in a reputable salon after graduation identifies exactly what you're aiming for (an entry-level role), where (a reputable salon), and when (after graduation). That clarity makes it actionable—you can plan training, refine your resume, practice interviews, and apply within a set timeframe. In contrast, a vague statement like simply "I will get a job" offers no detail to guide your actions. Expressing that you'll "very easily" get a job assumes certainty and ease that aren't controllable. Focusing on location alone ("somewhere close to where I might live") narrows the opportunity but still doesn't specify the role or a timeline, leaving you without a concrete target to pursue.

3. Which of the following is perhaps the easiest buyer motivation to recognize in the salon?

- A. Want
- B. Need**
- C. Like
- D. Dislike

Recognizing a client's need is the simplest motivation to spot because it points to a concrete problem the salon service will solve. When clients express a need, they're signaling a clear reason to buy—such as needing a trim to tidy up split ends, needing color to cover gray, or needing a style that's easier to manage. That direct problem-solution link makes needs straightforward to identify during the consultation and to address with a specific service recommendation. Want, like, and dislike can influence decisions, but they're more about preferences, feelings, or sentiments rather than an immediate problem that requires a service. A want is aspirational rather than essential, liking is a positive feeling toward something, and disliking is a negative reaction that may deter rather than drive action. By focusing on a need, you can quickly align your offer with what the client actually aims to resolve.

4. Which of the following is an example of using referrals as a successful advertising tactic?

- A. Television
- B. Billboards
- C. Word-of-mouth**
- D. Pamphlets

Referrals rely on trusted recommendations from people you know. When someone shares a product they truly like with a friend or family member, that endorsement carries more credibility than a paid advertisement. That trust makes word-of-mouth the classic example of using referrals as an advertising tactic. It's often cost-effective and can spread quickly as satisfied customers naturally tell others, especially when you encourage referrals with simple tactics like asking for referrals, offering small incentives, or making it easy to share a link or testimonial. In contrast, traditional advertising channels such as television, billboards, and pamphlets push messages to broad audiences without the personal trusted endorsement that referrals rely on, so they don't embody the referral-driven approach.

5. Which form of advertising involves sending postcards or flyers to prospective clients?

- A. Direct mail advertising**
- B. TV and radio advertising**
- C. Word-of-mouth advertising**
- D. Involvement in community affairs**

Direct mail advertising uses physical promotional materials sent directly to individuals who are potential customers, such as postcards or flyers mailed to a targeted list. This approach allows you to tailor messages and offers to specific groups, and you can track responses through direct replies, codes, or coupons, making it a measurable and targeted way to reach prospects. In contrast, TV and radio advertising broadcast to broad audiences without individualized targeting; word-of-mouth relies on personal recommendations rather than mailed materials; and involvement in community affairs focuses on building relationships and goodwill rather than sending promotional mail.

6. Before a salon owner can hire employees they need to apply for a(n):

- A. Credit card**
- B. Social Security card**
- C. Social Insurance Number**
- D. Federal Employer Identification Number**

When you hire employees, the business needs a unique tax identifier linked to the company, not to any individual. The Federal Employer Identification Number is issued by the IRS and serves as the business's tax ID for payroll taxes, withholdings, and reporting. It's what you use on payroll tax returns and on employees' W-2s, and it's also commonly required to open a business bank account or set up payroll systems. The other options don't fit because a credit card is simply a payment tool, a Social Security card or SSN belongs to individuals, and a Social Insurance Number is the Canadian equivalent—not what the salon uses for U.S. payroll. So the correct requirement is to obtain the Federal Employer Identification Number from the IRS (often via Form SS-4, with online time-saver options).

7. When assessing whether a goal is feasible, which attribute confirms it can be accomplished?

- A. Specific**
- B. Realistic**
- C. Achievable**
- D. Measurable**

Assessing feasibility centers on whether the goal can actually be accomplished with the resources, time, and skills available. Achievable answers that question directly, focusing on what can realistically be done within current constraints. A goal can be specific and measurable yet not be doable if resources or time aren't enough, so it wouldn't be feasible. Specificity helps define what will be done, and measurability lets you track progress, while realism checks that it makes sense in the real world; but the real test of feasibility is whether the goal is achievable given the constraints.

8. Which of the following would most likely be considered a part of a client factor?

- A. Client's contact information**
- B. The salon's equipment**
- C. The city where the salon is located**
- D. The latest beauty trends**

Client factors are the personal details and characteristics of the client that can influence how you plan and deliver their service. The client's contact information fits this category because it's specific to the individual and is essential for communication, scheduling, and maintaining records. The other options belong to different categories: salon equipment is part of the salon's resources, the city where the salon is located is a geographic factor, and the latest beauty trends reflect industry dynamics rather than something tied to the individual client.

9. Who must apply for a state sales tax permit before collecting taxes on products or services sold?

- A. Lawyer**
- B. Employee**
- C. Customer**
- D. Salon owner**

Sales tax permits are issued to the business that is making taxable sales and is responsible for collecting and remitting the tax. A salon owner, as the person running the salon, is the one who must obtain this permit before collecting any sales tax from clients. The obligation rests with the business, not with a lawyer, an employee, or a customer—customers are the ones who pay the tax, and employees or lawyers aren't automatically responsible for obtaining the permit unless they are the business owner. Once the permit is obtained, the salon can legally collect the appropriate sales tax on taxable products and services and remit it to the state.

10. Where would you record a client's appointment details including service and contact information?

- A. I-9 form**
- B. Appointment book**
- C. State income tax form**
- D. Federal income tax form**

Recording client appointment details including service and contact information is best done in an appointment book because this system is designed to manage scheduling and client data in one place. It lets you note who is coming, what service they'll receive, when the appointment is, and how to reach them, helping you stay organized and avoid double-booking. This can be a physical book or a digital calendar—the key is having a dedicated place for these details so you can prepare for the appointment and follow up as needed. Documents like an I-9 form are for verifying worker eligibility, while tax forms are for reporting income and withholding—neither is meant for scheduling or storing client details.

Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at hello@examzify.com.

Or visit your dedicated course page for more study tools and resources:

<https://pivotpointbusiness103.examzify.com>

We wish you the very best on your exam journey. You've got this!

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