



## Foundation Certificate in Marketing - Stage 1

### BEHAVIOURAL ASPECTS OF MARKETING

WEDNESDAY, AUGUST 19, 2009. TIME: 2.00 pm - 5.00 pm

Please attempt **FIVE** questions.

(If more than the specified number of questions are attempted, delete those you do not wish to have marked. Otherwise the Examiner will mark the **FIRST** five questions in your Answer Book).

All questions carry equal marks.

Do **NOT** repeat question in answer, but show clearly the number of the question attempted on the appropriate page of the Answer Book.

1. Describe in detail the biases that may occur in social perception.
2. Evaluate the usefulness of the Trait based approach to the understanding of human personality.
3. 'Attitudes represent order in our world; they are our stabilising anchors and help us define ourselves'.  
Discuss.
4. Explain in detail the primary aims and objectives of the behavioural sciences.
5. Compare **and** contrast **three** theories of human motivation.
6. Identify the foremost recent shifts in Irish Society.
7. Describe in detail the stages of group formation.
8. 'Leadership is nothing more than a set of learned capacities'.  
Discuss.