



Foundation Certificate in Marketing - Stage 1

BEHAVIOURAL ASPECTS OF MARKETING

THURSDAY, AUGUST 14, 2008. 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. Outline the key submissions of the Expectancy Theory of motivation
2. Describe recent significant developments in Irish society.
3. Define attitudes **and** outline the significant influences on attitude formation.
4. 'Groups, like jealous masters, control their members and ensure that a shared frame of reference is held'.
Discuss this statement in light of your understanding of group power.
5. Evaluate the veracity of the following statement: 'the Behaviourist model of learning is by no means the complete picture of how individuals learn'.
6. "Our senses are responding to a barrage of stimuli all the time. It does not follow, however, that we ever become aware of all those stimuli".
(O'Grady, 2002: 78).
Discuss.
7. Define personality **and** examine the characteristics of the Idiographic approach to personality.
8. 'Behavioural science should never be considered a science in the true sense of the word and therefore the ideas it generates have little value other than for philosophical enquiry'.
Discuss.