



Foundation Certificate in Marketing - Stage 1

BEHAVIOURAL ASPECTS OF MARKETING

THURSDAY, 24th AUGUST 2000. 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. Assess the contribution of Raymond Bernard Cattell to our understanding of the dynamics of personality.
2. Identify how the physical properties of stimuli may be important variables in gaining the attention of individuals.
3. Describe and evaluate **one** process theory of motivation.
4. Outline the primary elements of Fishbein's approach to the structure and measurement of attitudes.
5. Compare and contrast the Classical and Human Relations approaches to organisational management and design.
6. 'Culture is a defining element of human behaviour.'
Discuss.
7. Evaluate the role of communications in attitude change.
8. What are the main variables in the structure of groups?