



Foundation Certificate in Marketing - Stage 1

BEHAVIOURAL ASPECTS OF MARKETING

THURSDAY, 4th MAY 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. 'Attitudes are not innate; we learn or acquire them in many ways.'
(MacDonagh & Weldridge, 1994).
Discuss in detail the sources of attitudes AND their functions.
2. How and why do human beings selectively perceive?
3. Compare and contrast the motivation theories of McClelland and Herzberg.
4. 'Never in the history of mankind has a science (i.e. Behavioural Science) promised so much and delivered so little.'
Discuss.
5. Evaluate the Classical approach to learning.
6. Detail the demographic changes that have taken place in Ireland over the last twenty years.
7. Explain what you understand by the term *group*.
Why do individuals join groups?
8. Critically assess Sigmund Freud's approach to understanding personality.