



## Foundation Certificate in Marketing - Stage 1

### BEHAVIOURAL ASPECTS OF MARKETING

**THURSDAY, AUGUST 23, 2001. 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 the primary ways in which attitudes may be measured.
2. Outline the process of human sensation.
3. Compare and contrast the motivation theories of Maslow and McClelland.
4. Explain what you understand by the term culture and assess how culture influences individuals.
5. Evaluate the Cognitive approach to understanding human learning.
6. Describe in detail the process of attitude change.
7. *'The power of a group lies in its ability to control its members and ensure that they possess a shared frame of reference.'*  
(McDonagh & Weldridge, 1994).  
Discuss this statement in light of your understanding of the principles of conformity and obedience.
8. Critically assess Carl Gustav Jung's approach to understanding personality.