



EXAMINER'S REPORT

AUGUST 2001

BEHAVIOURAL ASPECTS OF MARKETING

General Comments

The August paper continued the disappointing trend of BAM results for 2001, 39% passed, 9% achieved higher grades (A and B), 8% achieved grade C, and 22% were awarded a D grade.

The usual issues were noted as contributing to such poor results:

- candidates not consulting in any way any text or source of information, preferring instead to trundle through answers aimlessly and irrelevantly;
- questions not being read thoroughly, or at all;
- past papers, questions and examiners reports not reviewed;
- the required 5 questions not being attempted with 35% of candidates attempting 4 or less questions.

Question 1

The least popular question on the paper proved 'confusing' for half the candidates who attempted it. Few mentioned Likert Scales, Semantic Differential Scales, Thurstone Scales or Guttman Scalograms and proceeded into unfocused descriptions of where attitudes may come from, the components of attitudes, what types of attitudes we may have and products we may have attitudes towards.

Question 2

Most candidates, thankfully, knew the primary sense organs and even the stimuli associated with them, but few mentioned key variables in the process of sensation such as absolute thresholds, differential threshold, sensory adaption, sensory habituation and sensory links to perceptual selectivity, and preferred discussions of the perceptual process in general.

Question 3

Perhaps unsurprisingly the most popular question on the paper, as the issue of motivation has been a very regular visitor to past papers, as indeed has Maslow. In general, responses to this question reflected such familiarity, with Maslow's hierarchy being adequately described and understood by the vast majority. However, David McClelland's Need for Achievement Theory suffered from lack of recognition and was constantly confused with McGregor's Theory X Theory Y.

Question 4

This popular question seemed to be interpreted as the 'opt out' question with liberal doses of sermonising and references to racism in Ireland or patriotism on St. Patrick's day. Little appropriate discussion was found on the evolution of culture, cultural socialisation & mechanisms of socialisation.

Question 5

In the responses of those attempting this question, too infrequently was reference made to Latent and Insight learning with candidates preferring to consider the Behaviourist approaches of Skinner and Pavlov with which they were obviously more familiar and comfortable.

Question 6

In too few cases did candidates recognise that this was a question which required, for the most part, a description of the communication process and its inherent variables as a mechanism for attitude change.. Discussion was required of Communicator Variables, Message Variables, Medium and Audience Variables.

Question 7

Most candidates recognised that this question was directly on the assessment of group power and proceeded to discuss same referencing Milgram and Asch's experiment as proof, which was a very worthwhile approach to take. However, those who concentrated on the stages of group formation and the primary categorisation of groups for their entire response were definitively off course.

Question 8

The second most unpopular question on the paper which overall contained reasonable description of some of Jung's proposition on the structure and description of human personality, but all too frequently Jung was confused with Freud and Cattell and erroneous descriptions ensued.