



Foundation Certificate in Marketing - Stage 1

BEHAVIOURAL ASPECTS OF MARKETING

THURSDAY, MAY 10, 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 in detail the process of social perception.
2. Outline the principal features of each consistency theory of attitudes.
3. Critically evaluate Adams' Equity Theory of motivation.
4. *'If we cannot communicate we are misunderstood, misread, and eventually isolated.'*
(McDonagh & Weldridge, 1994).
Discuss this statement with specific reference to problems in the communication process.
5. *'Irish society has undergone significant changes in the last decade.'*
Note the most significant changes of which you are aware.
6. Why do individuals join groups?
Describe the primary classifications of groups.
7. Indicate how the idiographic theories of personality differ from the nomothetic by describing one example of each approach.
8. Explain the primary ways in which the behavioural sciences differ from the natural sciences.