



## Foundation Certificate in Marketing - Stage 1

### BEHAVIOURAL ASPECTS OF MARKETING

**THURSDAY, MAY 9, 2002. 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. Explain in detail what is meant by the term 'science'.
2. Discuss with the aid of examples the following five types of social perception errors, indicating the problems they can cause in our coming to a correct understanding of others:
  - (a) Stereotyping
  - (b) Halo Effects
  - (c) Use of scripts
  - (d) Priming
  - (e) Anchoring
3. Discuss how advertising can most effectively be used to achieve attitude change with reference to the:
  - (a) Communicator
  - (b) Message
  - (c) Medium
  - (d) Audience
4. With respect to the Trait/Factor approach to understanding personality
  - (a) Explain how tests of traits are designed.
  - (b) Describe the Big 5 Personality Factors.

**P.T.O.**

5. Referring to the various stages of memory, describe the cognitive learning process with particular emphasis on the factors that cause sensory information to be either lost or retrievable.
6. Discuss how Expectancy Theory might be used to explain an individual's decision to save a significant proportion of his or her disposable income so as to be able to take an exotic foreign holiday.
7. Discuss how the following two studies cast light on the social or group influence on perception and behaviour:
  - (a) The Sherif study of 1936.
  - (b) The Asch study of 1956.
8. Contrast what O'Grady (2001) defines as 'emergent' and 'traditional' Irish culture with respect to:
  - (a) Religious behaviour and values
  - (b) Work patterns
  - (c) Marriage and Family Structure