



Foundation Certificate in Marketing - Stage 1

BEHAVIOURAL ASPECTS OF MARKETING

THURSDAY, MAY 8, 2003. 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. With the aid of an example explain the experimental approach to conducting research. (Your answer should consider independent and dependent variables; controlling other variables; reliability and validity of variables and the collation and interpretation of results).
2. With reference to the process of perception explain the:
 - (a) Principles of proximity, similarity and closure
 - (b) Way in which visual illusions demonstrate the active nature of perception.
3. Discuss how the Behaviourist and the Social Learning theories seek to explain some of the influences on the formation of human personality.
4. Give a brief description and an example of **two** of the following three types of attitude scale:
 - (a) Likert
 - (b) Osgood's Semantic Differential
 - (c) Thurstone
5. Describe **five** features of the organisational design known as a *Bureaucracy* indicating for each one its contribution to organisational effectiveness.

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6. Describe the characteristics a collection of individuals must possess before it can be defined as a *group* in psychological terms.
7. Explain *Adam's Equity Theory* of employee motivation.
8. Explain the terms *Society* and *Culture* **and** discuss the emergence of *individualist* culture in contemporary Ireland.