



Foundation Certificate in Marketing - Stage 1

BEHAVIOURAL ASPECTS OF MARKETING

THURSDAY, AUGUST 19, 2004. 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. (a) Explain the differences between the following four levels of measurement: nominal, ordinal, interval and ratio.

(b) Describe how to establish the validity and the test-retest reliability of a psychological test.
2. Discuss the major changes that have occurred in Irish society and culture since the nineteen sixties.
3. Describe **five** team roles suggested by Belbin (1981,1996).
4. Describe the overall process of human perception. In your answer refer to both perceptual selection and organisation.
5. Explain Adam's equity theory of motivation.
6. Explain the different viewpoints taken on the learning process in the behaviourist, social learning and cognitive theories.
7. Discuss the process of attitude change under the following two headings:
 - (a) The Communicator
 - (b) The Medium.
8. Explain the trait-factor approach to understanding personality. In your answer refer to how factors are identified and to the five factors of which personality is now believed to consist.