



## Foundation Certificate in Marketing - Stage 1

### BEHAVIOURAL ASPECTS OF MARKETING

THURSDAY, MAY 6, 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. Explain with the aid of examples the difference between experimental and correlational research.
2. Discuss the decline over the last few decades in the influence of religion on the lives and attitudes of people in Ireland. In your answer refer to the evidence for such a decline and to its causes.
3. Explain what is meant by an 'organisation' and describe four features of the organisational design known as a Bureaucracy.
4. Explain the behaviourist theory of learning. Refer to both operant and classical conditioning in your answer.
5. Explain Abraham Maslow's hierarchy of needs theory of motivation.
6. Describe **each** of the following attitude measurement scales:  
Likert Scale  
Osgood Semantic Differential Scale
7. Suggest **five** ways in which you can help yourself in dealing with other people to avoid errors and biases that are caused by the nature of human perception.

**P.T.O.**

8. Summarise the concept of intelligence under the following headings:
- (a) What is meant by intelligence
  - (b) How intelligence test scores are reported and what they mean
  - (c) Evidence that intelligence is influenced both by genes and by environment
  - (d) The reported relationship between race and intelligence.