



Foundation Certificate in Marketing - Stage 1

BEHAVIOURAL ASPECTS OF MARKETING

THURSDAY, AUGUST 18, 2005. 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 the key features of Perceptual Selection.
2. Outline two general types of non-experimental research design.
3. Define socialisation and describe the mechanisms, groups and institutions which aid in the socialisation process.
4. Review the main tenets of Sigmund Freud's understanding of personality.
5. Do you consider the behavioural sciences to be 'true' sciences? Explain your answer in detail.
6. Discuss in detail the variables that contribute to the development of attitudes.
7. Examine the key characteristics of an organisation classified as a *Bureaucracy*.
8. 'Current views on leadership would suggest that it is both a process and a quality of personality'. Discuss.