



## EXAMINER'S REPORT

AUGUST 2005

### BEHAVIOURAL ASPECTS OF MARKETING

#### General Comments

In this sitting 24% passed *Behavioural Aspects of Marketing*, 6% achieved higher grades (A and B), 6% achieved grade C, and 12% were awarded a D grade. Whilst this is one of the most disastrous set of August results witnessed by this examiner, they are somewhat unsurprising in the context of the numbers of questions attempted by candidates. A massive three quarters of candidates attempted less than the requisite 5 questions, and a remarkable half of all of those sitting only attempted three questions or less. To see 24% of the total number of scripts with only 1 question attempted seems futile and beyond belief.

The issues on the paper should be of no surprise to anybody who has even cast a cursory glance at previous papers, previous examiners reports or who has attended classes. Perception, groups & socialisation, personality, the nature of the behavioural sciences, attitudes etc all of them have been frequently represented on the BAM paper for nearly twenty years.

To ignore such obvious information it seems leads to obvious outcomes, and candidates still seem to think that they can avoid all reference to text or formal learning in their answers and 'waffle' through. I have no doubt they received a valuable and somewhat painful lesson.