



Foundation Certificate in Marketing - Stage 1

BEHAVIOURAL ASPECTS OF MARKETING

THURSDAY, AUGUST 17, 2006. 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. Define personality **and** examine the characteristics of the psychodynamic approach to personality.
2. 'Behavioural Science is the use of scientific method to understand human behaviour' (O'Grady, 2001).
Discuss.
3. Outline the key positions of the Expectancy Theory of motivation.
4. 'Often when we apply the perceptual processes to social situations we make serious errors'. Describe **three** such errors.
5. Chart the conditions for the existence of a group **and** note the findings of the Hawthorne Studies with relevance to groups.
6. 'Irish society cannot and should not be considered to be a static entity but must be considered fluid and dynamic'.
Discuss.
7. Define attitudes **and** outline the major approaches to their measurement.
8. Describe Max Weber's (1947) propositions on organisational Bureaucracy.