



Foundation Certificate in Marketing - Stage 1

BEHAVIOURAL ASPECTS OF MARKETING

THURSDAY, AUGUST 16, 2007. 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. 'Motivation is the difference between doing and not doing, between continuing or giving up' (O'Grady, 2001, p. 277). Discuss.
2. Note the main doctrine of Sigmund Freud's understanding of personality.
3. Explore Milgram's (1963) findings in relation to individual's contravening their own attitudes.
4. Define groups AND describe the key types of groups.
5. Describe the 'errors' or biases that may occur in how we perceive others.
6. Assess the role of the communication process in attitude change.
7. O'Grady (2001) postulates that research is at the core of all the sciences including the behavioural sciences. Assess this statement in light of your studies thus far in the behavioural sciences.
8. 'The behaviourist explanation of learning focuses on the building up of associations between stimuli and responses.' Discuss.