



EXAMINER'S REPORT

AUGUST 2007

BEHAVIOURAL ASPECTS OF MARKETING

General Comments

A very encouraging pass rate of 66% was recorded, 17% achieved grade C and 49% were awarded a D grade. Recurrent themes such as: Attitudes, Social Perception, Personality, Motivation and Groups are examined annually. 33% attempted less than the mandatory 5 questions which was a significant contributing factor to the failure rate.

Question 1

Perhaps unsurprisingly one of the most popular questions on the paper. In general, responses to this question reflected reasonable familiarity with Maslow's hierarchy and the general motivational process. Two fifths achieved higher grades and two thirds passed overall.

Question 2

The majority of the explanations of the Freudian doctrine were concise and appropriate, noting the psychosexual stages of development, primary defence mechanisms, and the structure of the psyche etc. All candidates passed and nearly 60% achieved first calls honours.

Question 3

A question that was avoided by three quarters of the candidates, but required a straightforward explanation of Milgram's findings regarding obedience and power. Only one third passed.

Question 4

The most popular question answered by nearly ninety percent of candidates. The conditions for the existence of groups, typical characteristics of groups and definitions of groups abounded and were all clearly understood and detailed. The second component of the question went for the most part ignored where only limited descriptions of types of groups were evident. Only fifty percent passed.

Question 5

This was an effectively answered question that required the description of social perceptual errors such halo effect, trident effect, stereotyping etc. A traditional and predictable question achieved poor grades as it suffered from lack of substance more than most. Forty percent passed.

Question 6

In too few cases did candidates recognise that this was a question which required, for the most part, a description of the communication process and its inherent variables as a mechanism for attitude change.. Discussion was required of Communicator Variables, Message Variables, Medium and Audience Variables. Two thirds passed.

Question 7

The most unpopular question on the paper sought a discussion on the scientific methods that feed into the Behavioural Sciences. It also sought to draw candidates informed and even editorial position on the exact nature of behavioural science and its evolution. As the area that candidates are usually exposed to first, and answers to this question seemed to suffer from this time lag. Little or no recognition was given to the goals of natural science (Description, Understanding, Prediction & Control) and comparisons to the behavioural sciences. However, explanations of behavioural science methodologies did attain some degree of respectability and marks, but generally, the question appeared to act a refuge for candidates searching vainly for a fifth, or in some cases a fourth and final question and contained unstructured, unprepared and irrelevant musings. Only one quarter passed.

Question 8

This was a direct question on the Behaviourist approach to learning. It was obvious that Classical/Pavlovian Conditioning was partially understood, but the most significant deficiency was one of detailed information in answers, most seemed happy to describe the most basic outcomes of Pavlov's experiments. Two fifths passed.