



Foundation Certificate in Marketing - Stage 1

BEHAVIOURAL ASPECTS OF MARKETING

THURSDAY, MAY 3, 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. Note the underlying principles of perceptual organisation.
2. 'Attitudes are valuable for helping to predict behaviour, though the relationship between attitudes and behaviour is not always simple', (O'Grady, 2001, p. 270). Discuss.
3. Define personality. How may the Nomothetic approach assist in our understanding of personality?
4. Discuss in detail Vroom's (1964) Expectancy Theory of work motivation.
5. What do you understand by the term 'Behavioural Science' **and** assess its value to modern marketing.
6. According to Tuckman (1965, 1977) groups pass through distinct stages of development. Note clearly these stages.
7. Identify the foremost recent shifts in Irish Society.
8. Describe the influence of groups on members.