

## Foundation Certificate in Marketing - Stage 1

## BEHAVIOURAL ASPECTS OF MARKETING

THURSDAY, AUGUST 14, 2008. 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. Outline the key submissions of the Expectancy Theory of motivation
- 2. Describe recent significant developments in Irish society.
- 3. Define attitudes **and** outline the significant influences on attitude formation.
- 4. 'Groups, like jealous masters, control their members and ensure that a shared frame of reference is held'.

  Discuss this statement in light of your understanding of group power.
- 5. Evaluate the veracity of the following statement: 'the Behaviourist model of learning is by no means the complete picture of how individuals learn'.
- 6. "Our senses are responding to a barrage of stimuli all the time. It does not follow, however, that we ever become aware of all those stimuli". (O'Grady, 2002: 78).

  Discuss.
- 7. Define personality **and** examine the characteristics of the Idiographic approach to personality.
- 8. 'Behavioural science should never be considered a science in the true sense of the word and therefore the ideas it generates have little value other than for philosophical enquiry '.

  Discuss.