



Foundation Certificate in Marketing - Stage 1

BEHAVIOURAL ASPECTS OF MARKETING

WEDNESDAY, MAY 20, 2009. 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. 'Once entrenched, attitudes are unalterable'.
Discuss.
2. Explore Milgram's (1963) findings in relation to individual's contravening their own attitudes.
3. Indicate the principle components of Sigmund Freud's theory of personality.
4. 'Science is often thought of as a body of knowledge that is more objective than non-scientific forms of knowing'. (MacDonagh et al, 2002:15).
Discuss this in light of your understanding of the behavioural sciences.
5. Discuss how the physical properties of stimuli are important variables in gaining individuals' attention.
6. 'Individuals cannot exist independently of groups'.
Discuss.
7. Evaluate the impact on marketing practice of the recent changes in Irish demography.
8. Outline the findings of the Hawthorne Studies.