



EXAMINER'S REPORT

MAY 2009

BEHAVIOURAL ASPECTS OF MARKETING

General Comments

This year's results were extremely disappointing, to the unusual extent that only one candidate achieved a higher grade A and failure marks often in the low twenties.

As always there is an embarrassing predictability to the paper with annual themes present in abundance such as: Attitudes Perception, Personality, Groups, Behavioural Science, Organisational Theory and Irish Demography. Every issue dealt with on this paper has been examined both before and frequently.

To have a reasonable desire to pass Behavioural Aspects of Marketing

- You must review past papers; these indicate a broad framework of question style, format and clearly show recurrent examinable themes. Lecturers and tutors usually advise candidates to 'try out' past questions, this is valuable advice, it allows you to develop exam time-management skills as well as allowing self-assessment of knowledge;
- When answering questions keep focused on the issues central to the questions being asked. The use of key verbs such as compare, contrast, evaluate, etc. are too frequently ignored;
- If the question contains the word *Attitudes* for example, this DOES NOT mean put pen to paper and write every thing you know regarding attitudes, irrelevant 'padding' does not gain marks.
- You are required to answer 5 questions, if you do not fulfil this minimum requirement you are well on the road to failure.
- Finally, you must study your recommended textbook; it represents the backbone of this course, and the backbone of previous examination questions. It was obvious this year that for a considerable number of candidates the textbook was not used as a resource in any way.