



Foundation Certificate in Marketing - Stage 1

BEHAVIOURAL ASPECTS OF MARKETING

THURSDAY, AUGUST 21, 2003. 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. Explain the role of **each** of the following in scientific method:
 - (a) Systematic observation and measurement of variables
 - (b) Statistical analysis
 - (c) Publication of methods and findings
 - (d) Critical evaluation and replication of findings.
2. Discuss the roles of short-term/working memory and long-term memory in learning, with particular emphasis on factors that lead to the retention or forgetting of information.
3. Identify the *Big Five* personality factors and explain the traits of each.
4. Discuss with the aid of examples how attitudes may be developed through the influence of
 - (a) Beliefs
 - (b) Emotions
 - (c) Behaviour.
5. Discuss the relevance of *Reinforcement Theory* to an understanding of employee motivation.
6. Discuss the reasons why organisations find it necessary to establish both command and task groups to help achieve their objectives. **P.T.O.**

7. With reference to the internal-external control dimension described by O'Grady (2001) discuss the impact on organisational design of the following organisational features:
 - (a) Strategy
 - (b) Size
 - (c) Technology
 - (d) Environment.

8. Discuss the changes that have occurred in Irish society and culture since the 1960s with reference to **three** of the following:
 - (a) Family life and the role of women
 - (b) The Catholic Church
 - (c) The economy and work patterns
 - (d) Education.