



Foundation Certificate in Marketing - Stage 1

BEHAVIOURAL ASPECTS OF MARKETING

THURSDAY, MAY 12, 2005. 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. 'Universal needs theories place emphasis on the limited number of needs that motivate the individual'. Discuss in detail two such theories.
2. Describe the 'errors' or biases that may occur in how we perceive others.
3. 'Groups are not static, but change and develop over time'. Describe Tuckman's (1965, 1977) proposals on the stages through which groups pass as they develop.
4. Assess the role of the communication process in attitude change.
5. Evaluate the usefulness of TWO approaches to the understanding of human personality.
6. Evaluate the contribution of Behaviourism to our understanding of human learning.
7. Document the foremost changes in Irish society in the last forty years.
8. 'Culture is an organising and stabilising influence. It not only encourages or discourages particular behaviours....but also allows people to understand and anticipate the behaviours of others in that culture'. Discuss.