



## Foundation Certificate in Marketing - Stage 1

### BEHAVIOURAL ASPECTS OF MARKETING

**THURSDAY, MAY 18, 2006. 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. 'At each and every moment of our lives we are bombarded by various forms of physical stimuli. It is the perceptual process which allows us to make quick and relevant decisions determining our actions'.  
Discuss.
2. Explain in detail the significant alterations in Irish society since the 1960's.
3. Describe in detail the Universal needs theories approach to motivation. Give examples of such theories where appropriate.
4. 'In simple terms, science is a collection of methods and approaches designed to establish with as much confidence as possible what is true about any subject. It relies heavily on rigorous cross-checking of work' (O'Grady, 2001).  
Discuss this statement in light of your understanding of the behavioural sciences.
5. Examine the foremost propositions on the measurement of human personality.
6. 'If anything Solomon Asch's experiment (1956) on the influence of groups on their members has served to underline how truly insignificant the individual is'.  
Discuss.
7. Culture has been defined as 'the collective programming of the mind which distinguishes the members of one group or category of people from another' (Hofstede, 1991, p. 5). Illustrate how such a definition may be applied to Irish society.
8. Describe in detail the process of attitude change.