



Cambridge International AS & A Level

PSYCHOLOGY

9990/42

Paper 4 Specialist Options: Application

February/March 2021

1 hour 30 minutes



You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **four** questions in total:
Answer questions from **two** options.
Section A: answer **two** questions.
Section B: answer **one** question.
Section C: answer **one** question.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

INFORMATION

- The total mark for this paper is 60.
- The number of marks for each question or part question is shown in brackets [].

This document has **8** pages. Any blank pages are indicated.

Section A

You must answer **two** questions from this section.
Answer all the parts for the two questions you choose.

Psychology and abnormality

1

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Fig. 1.1 Graph to show frequency of panic attacks

- (a) Give **two** conclusions from Fig. 1.1. [2]
- (b) Outline **two** ways in which Ost and Westling (1995) gathered data during these phases. [4]
- (c) (i) Explain how the treatment of the applied relaxation (AR) group differed from the treatment of the CBT group in this study. [2]
- (ii) Explain how the physiological effect of applied relaxation is different from the physiological effect of applied tension. [2]
- (d) Some treatment and management techniques for anxiety disorders involve learning; these are called behavioural techniques.

Discuss the strengths and weaknesses of using behavioural techniques to treat anxiety disorders. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

- 2 Guéguen et al. (2007) conducted a field experiment to test whether playing music in the background, the independent variable, had any effect on the shopping behaviour of their customers. They gathered quantitative data in three ways.
- (a) Explain what is meant by a 'dependent variable'. [2]
- (b) Outline **two** of the dependent variables in the study by Guéguen et al. (2007). [4]
- (c) The data collected in this study was quantitative.
Suggest **two** advantages of also gathering qualitative data in this study. [4]
- (d) Discuss the advantages and disadvantages of using field experiments to investigate the effect of background music on consumer behaviour. You should include a conclusion in your answer. [5]

Psychology and health

- 3 Weinstein (1980) asked students about their own chances of living past 80, getting lung cancer or having a heart attack before the age of 40, to investigate unrealistic optimism as an individual factor in changing health beliefs.
- (a) Explain what is meant by 'unrealistic optimism'. [2]
- (b) (i) Outline the 'measures of optimism' questionnaire. [2]
(ii) Outline the scale used by the students to answer the questionnaire items. [2]
- (c) Suggest **two** ways to assess unrealistic optimism, other than by a questionnaire using closed questions. [4]
- (d) Discuss the advantages and disadvantages of assessing unrealistic optimism using students. You should include a conclusion in your answer. [5]

Psychology and organisations

- 4 According to achievement motivation theory (McClelland, 1965), people have different needs. Some have a need for power or need for achievement, others have a need for affiliation.
- (a) Explain what is meant by 'need for affiliation'. [2]
- (b) Suggest **two** reasons why the need for affiliation is important in work environments. [4]
- (c) Suggest how the needs of a manager in an organisation would differ from the needs of a worker. [4]
- (d) Discuss the advantages and disadvantages of using self-report to measure need for achievement. You should include a conclusion in your answer. [5]

Section B

You must answer **one** question from this section.

Psychology and abnormality

- 5 (a) Design a study to test age differences in the effectiveness of rational emotive behaviour therapy for depression. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and consumer behaviour

- 6 (a) Variables, such as lighting, colour and smell, affect pleasure arousal in retail environments.
Design a study using a questionnaire to investigate which of these variables is **most** likely to create a positive emotional response in a shopper. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and health

- 7 (a) Design a study using an interview to investigate what important information patients need from a practitioner to help them improve their adherence. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and organisations

- 8 (a) Design a study using observation to investigate whether a group follows the stages of development proposed by Tuckman (1965). [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

Section C

You must answer **one** question from this section.

Psychology and abnormality

- 9 *'The genetic explanation of phobias is better than all other explanations.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and consumer behaviour

- 10 *'Studies of consumer personality are irrelevant; there are no individual differences in the effectiveness of advertising.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and health

- 11 *'The use of postal questionnaires is the **best** way to assess improvements in adherence to medical requests.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and organisations

- 12 *'Recognition, respect and a sense of belonging are the **most** important motivators at work.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

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