

# **Cambridge International AS & A Level**

# PSYCHOLOGY

Paper 3 Specialist Options: Theory

9990/31

**October/November 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.
  - For each chosen option, answer **all** questions.
- 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 4 pages. Any blank pages are indicated.

### **Psychology and abnormality**

Answer all questions.

- 1 (a) Outline **one** cognitive explanation of schizophrenia and delusional disorder. [2]
  - (b) Describe the procedure in the study by Sensky et al. (2000) of cognitive-behavioural therapy (CBT) for schizophrenia. [4]
  - (c) Explain **one** similarity and **one** difference between CBT and biochemical treatments for schizophrenia/delusional disorder. [6]
- 2 (a) Describe characteristics and measures of bipolar and related disorders. [8]
  - (b) Evaluate characteristics and measures of bipolar and related disorders, including a discussion of validity. [10]

#### Psychology and consumer behaviour

#### Answer all questions.

- 3 (a) One stage in the consumer decision model when buying a product is 'recognition of need'. Identify two other stages from this model. [2]
  (b) Describe two ways to close a sale. [4]
  (c) For one of the ways you described in (b): Explain one advantage and one disadvantage of this way to close a sale. [6]
- (a) Describe what psychologists have discovered about lighting, colour and smell in the physical environment.
  - (b) Evaluate what psychologists have discovered about lighting, colour and smell in the physical environment, including a discussion about control of variables. [10]

#### **Psychology and health**

Answer all questions.

| 5 | (a) | Outline the Yale model of communication in relation to health promotion. | [2] |
|---|-----|--|-----|
|   | (b) | Describe the study by Lau et al. (1990) on health change in adolescents. | [4] |
|   | (c) | Explain one strength and one weakness of the study by Lau et al.         | [6] |

- 6 (a) Describe what psychologists have discovered about measuring pain. [8]
  - (b) Evaluate what psychologists have discovered about measuring pain, including a discussion of psychometrics. [10]

## **Psychology and organisations**

#### Answer all questions.

7 (a) Kouzes and Posner (1987) produced the Leadership Practices Inventory (LPI) which measures five practices of exemplary leadership.

| Identify <b>two</b> of these practices. | [2] |
|---|-----|
|---|-----|

- (b) Describe the styles of leader behaviour proposed by Muczyk and Reimann (1987). [4]
- (c) Explain one similarity and one difference between styles of leader behaviour (Muczyk and Reimann, 1987) and situational leadership (Hersey and Blanchard, 1988).
- 8 (a) Describe what psychologists have discovered about group development and roles in organisations.
   [8]
  - (b) Evaluate what psychologists have discovered about group development and roles in organisations, including a discussion of practical applications. [10]

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