

Cambridge International AS & A Level

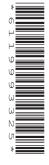
PSYCHOLOGY

Paper 3 Specialist Options: Theory

9990/32

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 the behavioural explanation of phobias.	[2]
	(b)	Describe the Generalised Anxiety Disorder assessment (GAD-7).	[4]
	(c)	Explain one strength and one weakness of the GAD-7.	[6]

- 2 (a) Describe characteristics and assessment of schizophrenia spectrum and psychotic disorders. [8]
 - (b) Evaluate characteristics and assessment of schizophrenia spectrum and psychotic disorders, including a discussion of validity. [10]

Psychology and consumer behaviour

Answer all questions.

3	(a)	Outline the AIDA model of advertising.	[2]
	(b)	Describe the study by Kohli et al. (2007) on effective slogans.	[4]
	(c)	Explain two strengths of the study by Kohli et al.	[6]

- 4 (a) Describe what psychologists have discovered about packaging, positioning and placement of the product (gift-wrapping, product colour and associative learning, attention and shelf position).
 - (b) Evaluate what psychologists have discovered about packaging, positioning and placement of the product (gift-wrapping, product colour and associative learning, attention and shelf position), including a discussion of self-reports. [10]

Psychology and health

Answer **all** questions.

5	(a)	Outline one symptom of Munchausen syndrome.	[2]
	(b)	Describe the findings of the study by McKinstry and Wang (1991) of non-ve communications in the patient-practitioner relationship.	erbal [4]
	(c)	Explain two weaknesses of the study by McKinstry and Wang.	[6]

- 6 (a) Describe what psychologists have discovered about improving adherence to medical advice. [8]
 - (b) Evaluate what psychologists have discovered about improving adherence to medical advice, including a discussion of experiments. [10]

Psychology and organisations

Answer all questions.

- 7 (a) Outline the two factor theory of job satisfaction (Herzberg, 1959). [2]
 - (b) Describe the job descriptive index (JDI) developed by Smith et al. (1969). [4]
 - (c) Explain one similarity and one difference between the JDI and the quality of working life (QWL) questionnaire (Walton, 1974).
- 8 (a) Describe what psychologists have discovered about group conflict in organisations. [8]
 - (b) Evaluate what psychologists have discovered about group conflict in organisations, including a discussion of individual and situational explanations. [10]

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