

Cambridge International AS & A Level

PSYCHOLOGY 9990/33

Paper 3 Specialist Options: Theory 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:

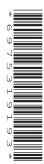
Answer questions from two options.

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 [].



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. [8] (b) Evaluate what psychologists have discovered about lighting, colour and smell in the physical environment, including a discussion about control of variables. [10]

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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. [2] Identify **two** of these practices. (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). [6] 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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