Cambridge International A Level

Cambridge International Examinations
Cambridge International Advanced Level

PSYCHOLOGY **9698/31**

Paper 3 The Specialist Choices **May/June 2014**

3 hours

Additional Materials: Answer Booklet/Paper

2844431938

READ THESE INSTRUCTIONS FIRST

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet.
Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen.
Do not use staples, paper clips, glue or correction fluid.

There is a choice of five specialist options in this question paper. You must answer questions from **two** specialist options.
Answer the question in Section A.
Answer the question in Section B.
Answer **one** question in Section C.

At the end of the examination, fasten all your work securely together.
The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **6** printed pages and **2** blank pages.

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Psychology and Education

Section A

Answer this question.

1 **(a)** Explain, in your own words, what is meant by 'need for achievement'. [2]

(b) Describe **one** study of need for achievement. [4]

Section B

Answer this question.

2 **(a)** Describe what psychologists have discovered about intelligence. [8]

(b) Evaluate what psychologists have discovered about intelligence and include a discussion about reliability. [12]

Section C

Answer **one** question.

3 The Approaches to Study Inventory (ASI) has become the most widely used questionnaire in classifying student learning.

(a) Suggest how **you** would assess the reliability and validity of the ASI. [8]

(b) Describe the main features of the ASI. [6]

4 When I was young I had a fear of swimming because I jumped into deep water and nearly drowned. When learning to swim at school my anxiety was so bad that on the mornings of swimming lessons I was so ill I avoided going to school.

(a) Suggest how **you** could use a behavioural technique to reduce anxiety and avoidance behaviour of a school activity. [8]

(b) Describe an underlying theory which could explain the anxiety and avoidance behaviour. [6]

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Psychology and Health

Section A

Answer this question.

5 **(a)** Explain, in your own words, what is meant by a 'pain measure for children'. [2]

(b) Describe **one** pain measure for children. [4]

Section B

Answer this question.

6 **(a)** Describe what psychologists have learned about health and safety. [8]

(b) Evaluate what psychologists have learned about health and safety, and include a discussion about competing explanations. [12]

Section C

Answer **one** question.

7 It has been found in one piece of research that people often do not understand medical jargon or even simple medical terms. You want to know if this is true.

(a) Design a **new** study to investigate how many medical terms people know. [8]

(b) Describe research (e.g. McKinlay, 1975) which has looked at verbal communication in the patient-practitioner relationship. [6]

8 Habacuc is a famous cardiologist, but he still can't get his patients to follow his advice. He asks for your help in conducting a study to find out why his patients do not do what they are told.

(a) Design a study to investigate why Habacuc's patients do not adhere to medical advice about their heart conditions. [8]

(b) Describe **two** reasons why people do not adhere to medical advice. [6]

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Psychology and Environment

Section A

Answer this question.

9 **(a)** Explain what is meant by the 'invasion of personal space'. [2]

(b) Describe **one** study which involved the invasion of personal space. [4]

Section B

Answer this question.

10 **(a)** Describe what psychologists have found out about natural disaster and technological catastrophe. [8]

(b) Evaluate what psychologists have found out about natural disaster and technological catastrophe and include a discussion of the usefulness of laboratory experiments. [12]

Section C

Answer **one** question.

11 It has been claimed that listening to the classical music of Mozart 'makes you smarter'.

(a) Design a laboratory experiment to test whether listening to the music of Mozart does indeed make a person smarter. [8]

(b) Describe evidence suggesting that music improves performance. [6]

12 You own a coffee shop in the corner of a shopping mall. You want more customers. You wonder if the smell of coffee when people enter the mall would bring more customers to your shop.

(a) Design a field experiment to test whether the smell of coffee at the shopping mall entrance will increase the number of customers who visit your shop. [8]

(b) Describe research on shopping mall atmospherics such as that outlined by Michon et al (2003). [6]

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Psychology and Abnormality

Section A

Answer this question.

13 **(a)** Explain, in your own words, what is meant by a 'model of abnormality'. [2]

(b) Describe **one** study which has investigated defining and diagnosing abnormality. [4]

Section B

Answer this question.

14 **(a)** Describe what psychologists have discovered about addiction and impulse control disorders. [8]

(b) Evaluate what psychologists have discovered about addiction and impulse control disorders and include a discussion about nature and nurture. [12]

Section C

Answer **one** question.

15 Joe has a phobia.

(a) Design a study to investigate whether Joe's phobia is caused by cognitive or behavioural factors. [8]

(b) Describe **one** study supporting the cognitive explanation of phobias. [6]

16 Mark Twain once said "I ought to know, I've done it a thousand times". Maybe it was a compulsion!

(a) Suggest how **you** could use observation to find out whether a person has compulsions. [8]

(b) Describe **one** case study of a person with obsessive-compulsive disorder. [6]

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Psychology and Organisations

Section A

Answer this question.

17 **(a)** Explain, in your own words, what is meant by the term 'universalist theory of leadership'. [2]

(b) Describe the leader-member exchange model. [4]

Section B

Answer this question.

18 **(a)** Describe what psychologists have found out about organisational work conditions. [8]

(b) Evaluate what psychologists have found out about organisational work conditions and include a discussion about how the effects of work conditions could be measured. [12]

Section C

Answer **one** question.

19 Performance appraisal involves both performance assessment and performance feedback. Performance feedback is usually done through an interview.

(a) Describe **two** performance appraisal techniques. [6]

(b) Suggest how **you** would conduct a performance feedback interview for a worker whose performance you wish to improve. [8]

20 As a manager you have just rotated the jobs of the workers on your production line. Has this change made the workers happier or not? You need to find out.

(a) Design a questionnaire to assess the happiness levels of your workers. [8]

(b) Describe **two** ways in which job design can be changed. [6]

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