Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

PSYCHOLOGY **9990/32**

Paper 3 Specialist Options: Theory **February/March 2018**

1 hour 30 minutes

No Additional Materials are required.

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READ THESE INSTRUCTIONS FIRST

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

There is a choice of four specialist options in this question paper. In each of your **two** chosen specialist options, answer **all** questions.

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 **3** printed pages, **1** blank page and **1** Insert.

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[Turn over

Psychology and abnormality

Answer **all** questions.

1 **(a)** Explain what is meant by 'learned helplessness' (Seligman, 1988). [2]

(b) Describe the Beck depression inventory. [4]

(c) Explain **two** strengths of the Beck depression inventory. [6]

2 **(a)** Describe explanations of obsessive-compulsive disorder (OCD). [8]

(b) Evaluate explanations of obsessive-compulsive disorder (OCD), including a discussion of nature versus nurture. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Explain what is meant by 'utility theory' in consumer decision making. [2]

(b) Describe system 1 (fast-type) and system 2 (slow-type) thinking of a consumer (Shleifer, 2012). [4]

(c) Explain **two** weaknesses of system 1 (fast-type)/system 2 (slow-type) thinking as categorised by Shleifer, 2012. [6]

4 **(a)** Describe what psychologists have discovered about retail/leisure environmental design. [8]

(b) Evaluate what psychologists have discovered about retail/leisure environmental design, including a discussion about self reports. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Explain what is meant by the 'GAS model of stress' (Selye, 1936). [2]

(b) Describe **one** questionnaire that measures stress. [4]

(c) Explain **one** similarity and **one** difference between **one** psychological measure of stress and **one** physiological measure of stress. [6]

6 **(a)** Describe what psychologists have discovered about managing and controlling pain. [8]

(b) Evaluate what psychologists have discovered about managing and controlling pain, including a discussion about practical applications of management techniques. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Explain what is meant by 'the slow rotation theory' of shiftwork (Pheasant, 1991). [2]

(b) Describe the findings of the study by Fox et al. (1987) on the use of token economies to reduce accidents at work. [4]

(c) Explain **one** strength and **one** weakness of the study by Fox et al. (1987). [6]

8 **(a)** Describe what psychologists have discovered about leadership styles. [8]

(b) Evaluate what psychologists have discovered about leadership styles, including a discussion of cultural bias. [10]

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