Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/32**

Paper 3 Specialist Options: Theory **February/March 2020**

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. Blank pages are indicated.

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Psychology and abnormality

Answer **all** questions.

1 **(a)** Outline **one** cause of impulse control disorders or non-substance addictive disorder. [2]

(b) Describe the study by Grant et al. (2008) on the biochemical treatment of addiction to gambling. [4]

(c) Explain **two** weaknesses of the study by Grant et al. [6]

2 **(a)** Describe the characteristics, types and measures of anxiety disorders. [8]

(b) Evaluate the characteristics, types and measures of anxiety disorders, including a discussion of case studies. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Explain what is meant by the 'disrupt-then-reframe' sales technique investigated by Kardes et al. (2007). [2]

(b) Describe how consumers would make purchase decisions according to the 'theory of planned behaviour' (Ajzen, 1991). [4]

(c) Explain **two** practical applications of the theory of planned behaviour that would help a company to sell products. [6]

4 **(a)** Describe what psychologists have discovered about environmental influences on consumers (cognitive maps of retail locations, crowding in retail environments, shopper movement patterns). [8]

(b) Evaluate what psychologists have discovered about environmental influences on consumers (cognitive maps of retail locations, crowding in retail environments, shopper movement patterns), including a discussion about reliability. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Outline how Fox et al. (1987) used a token economy in worksites to promote health. [2]

(b) Describe the procedure of the 'whole-school' Food Dude programme from the study by Tapper et al. (2003). [4]

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

6 **(a)** Describe what psychologists have discovered about misusing health services. [8]

(b) Evaluate what psychologists have discovered about misusing health services, including a discussion about practical applications. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Explain what is meant by 'job satisfaction'. [2]

(b) Describe the quality of working life (QWL) questionnaire (Walton, 1974). [4]

(c) Discuss the use of self-reports to measure job satisfaction. [6]

8 **(a)** Describe what psychologists have discovered about traditional and modern theories of leadership. [8]

(b) Evaluate what psychologists have discovered about traditional and modern theories of leadership, including a discussion of nature versus nurture. [10]

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