Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/42**

Paper 4 Specialist Options: Application **February/March 2020**

1 hour 30 minutes

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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.
    - Section A: answer **two** questions.
    - Section B: answer **one** question.
    - Section C: answer **one** question.
- 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 **8** pages. Blank pages are indicated.

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Section A

You must answer **two** questions from this section.
Answer all the parts for the two questions you choose.

Psychology and abnormality

1 The Beck depression inventory (BDI) includes 21 items, all of which are assessed on a four-point scale. One of the items is 'irritation', as shown below.

0 I am no more irritated by things than I ever was.
1 I am slightly more irritated now than usual.
2 I am quite annoyed or irritated a good deal of the time.
3 I feel irritated all the time.

(a) State **two** items from the BDI, other than 'irritation'. [2]

(b) Explain the theory on which the BDI is based. [4]

(c) **(i)** Suggest how the reliability of the BDI could be assessed. [2]

(ii) Suggest how the validity of the BDI could be assessed. [2]

(d) Discuss the strengths and weaknesses of using self-report questionnaires to measure depression. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

2 A company wants to increase sales of canned soup. They want customers to buy 2, 3, 4 or even 10 cans, rather than buying only one. They apply some of the point of purchase promotion techniques, e.g. multiple unit pricing, suggested by Wansink et al. (1998).



$0.50 per can

4 cans for $2

Fig. 2.1

(a) Explain what is meant by 'multiple unit pricing'. [2]

(b) Suggest **two** other point of purchase promotion techniques that increase sales, using examples to support your answer. [4]

(c) Explain **one** strength and **one** weakness of using students as participants in research on purchase quantity decisions. [4]

(d) Discuss the advantages and disadvantages of conducting laboratory experiments to investigate purchase quantity decisions. You should include a conclusion in your answer. [5]

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Psychology and health

3



Fig. 3.1

(a) Explain what is meant by a 'psychometric test'. [2]

(b) Explain the difference between 'acute pain' and 'chronic pain', using an example of each. [4]

(c) Suggest **one** advantage and **one** disadvantage of using a clinical interview to measure pain. Use an example in your answer. [4]

(d) Discuss the strengths and weaknesses of using psychometric tests to measure pain. You should include a conclusion in your answer. [5]

Psychology and organisations

4 Oldham and Brass (1979) studied open plan offices, such as shown in Fig. 4.1.

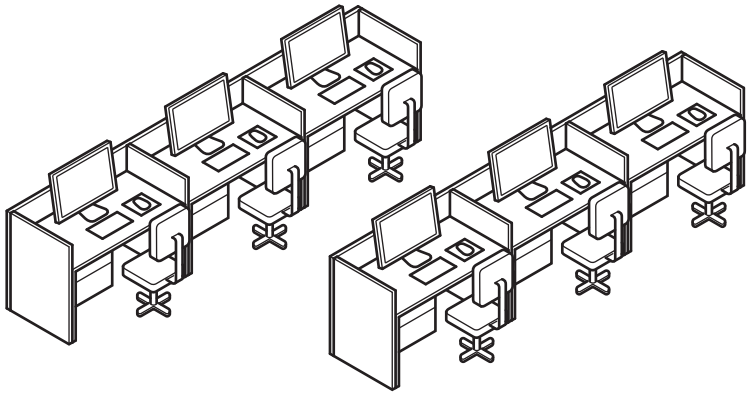


Fig. 4.1

(a) Explain what is meant by an 'open plan office'. [2]

(b) Suggest **two** job characteristics that may be affected by office design. [4]

(c) Outline **two** of the dependent variables (outcome measures) in the study by Oldham and Brass. [4]

(d) Discuss the advantages and disadvantages of gathering qualitative data using interviews to study workers' views of open plan offices. You should include a conclusion in your answer. [5]

Section B

You must answer **one** question from this section.

Psychology and abnormality

5 **(a)** Design a longitudinal study to investigate whether electro-convulsive therapy (ECT) as a treatment for depression has side effects. [10]

(b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and consumer behaviour

6 **(a)** Design an experiment to investigate the difference between high self-monitors and low self-monitors in relation to brand recognition. [10]

(b) Explain the psychological and methodological evidence on which your experiment is based. [8]

Psychology and health

7 **(a)** Design a study using a questionnaire to investigate gender differences in rational non-adherence to medical requests. [10]

(b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and organisations

8 **(a)** Design a study to investigate worker preference for the metropolitan or the continental rapid rotation system of shiftwork. [10]

(b) Explain the psychological and methodological evidence on which your study is based. [8]

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Section C

You must answer **one** question from this section.

Psychology and abnormality

9 '*Cognitive explanations of schizophrenia ignore the effects of nature*.'

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and consumer behaviour

10 '*Field experiments on consumer behaviour conducted in one country*, *such as that on choice blindness by Hall et al*. *(2010)*, *cannot be generalised to other countries*.'

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and health

11 '*Improving practitioner style will have no effect on adherence to medical advice*.'

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and organisations

12 '*Maslow's hierarchy of needs is culturally biased because it was developed in the United States*.'

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

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