Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/32**

Paper 3 Specialist Options: Theory **February/March 2023**

1 hour 30 minutes

1432687981

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. Any blank pages are indicated.

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Psychology and abnormality

Answer **all** questions.

1 **(a)** Outline **one** genetic explanation of schizophrenia and delusional disorder. [2]

(b) Describe the study by Freeman (2008) on symptom assessment of schizophrenia using virtual reality. [4]

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

2 **(a)** Describe the treatment and management of anxiety disorders (systematic desensitisation, applied tension, cognitive-behavioural therapy). [8]

(b) Evaluate the treatment and management of anxiety disorders (systematic desensitisation, applied tension, cognitive-behavioural therapy), including a discussion of determinism versus free-will. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Outline the black box (stimulus-response) model of buying a product. [2]

(b) Atalay et al. (2012) carried out three studies on attention and shelf position (Study 1A, Study 1B and Study 2).

Describe **one** of these studies. [4]

(c) Discuss the reliability of the study by Atalay et al. that you described in part **(b)**. [6]

4 **(a)** Describe what psychologists have discovered about types of advertising and advertising techniques (advertising media, marketing mix models, product placement in films). [8]

(b) Evaluate what psychologists have discovered about types of advertising and advertising techniques (advertising media, marketing mix models, product placement in films), including a discussion on practical applications. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Identify **two** of the stages in the model of delay in seeking treatment (Safer, 1979). [2]

(b) Aleem and Ajarim (1995) conducted a case study on a 22-year-old female university student who was diagnosed with Munchausen syndrome.

Outline **two** findings from this case study. [4]

(c) Discuss the validity of the case study by Aleem and Ajarim. [6]

6 **(a)** Describe what psychologists have discovered about types of non-adherence to medical advice, reasons why patients do not adhere, and the health belief model. [8]

(b) Evaluate what psychologists have discovered about types of non-adherence to medical advice, reasons why patients do not adhere, and the health belief model, including a discussion about individual and situational explanations. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Janis (1971) suggested strategies to avoid groupthink.

Outline **one** of these strategies. [2]

(b) Describe **two** strategies to manage group conflict in organisations (Thomas, 1976). [4]

(c) Explain **two** problems psychologists may have when investigating group conflict. [6]

8 **(a)** Describe theories of job satisfaction (two factor theory, job characteristics theory, techniques of job design). [8]

(b) Evaluate theories of job satisfaction (two factor theory, job characteristics theory, techniques of job design), including a discussion about reductionism versus holism. [10]

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