Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/42**

Paper 4 Specialist Options: Application **February/March 2023**

1 hour 30 minutes

9650148299

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. Any 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 Depression can be treated with medical treatments and it can be managed with psychological treatments. Medical treatments include the use of electro-convulsive therapy (ECT) and chemical/drug treatments. Depression can also be treated psychologically.

(a) Outline the procedure of ECT for depression. [2]

(b) **(i)** Explain **one** chemical/drug treatment for depression. [2]

(ii) Suggest **one** weakness of this chemical/drug treatment for depression. [2]

(c) Outline **two** psychological treatments for depression. [4]

(d) Discuss the strengths and weaknesses of using ECT for the treatment of depression. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

2 A clothes company uses a pleasant odour in all their stores which is 'clean, subtle, simple and memorable'. Chebat and Michon (2003) conducted an experiment to investigate the effect of pleasant odour on shoppers, gathering data using questionnaires.

(a) Identify the conditions (levels) of the independent variable in the study by Chebat and Michon (2003). [2]

(b) **(i)** Outline **one** variable that was controlled in this study. [2]

(ii) Suggest **one** relevant variable that was **not** controlled in this study. [2]

(c) Explain how **one** model of the 'effects of ambience' can explain the findings of this study. [4]

(d) Discuss the strengths and weaknesses of using questionnaires to assess the effects of odour on shoppers. You should include a conclusion in your answer. [5]

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Psychology and health

3 Doctor: Where is your pain?
Patient: In my stomach.
Doctor: How painful is your pain?
Patient: It's really bad when it hurts.
Doctor: Can you describe how the pain feels, for example sharp or aching?
Patient: I don't know. It just feels really bad.

(a) Explain what is meant by a clinical interview. [2]

(b) Explain **two** communication skills that could be used during a clinical interview about pain. [4]

(c) Explain **two** pain measures for children, other than a clinical interview. [4]

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

Psychology and organisations

4 Oldham and Brass (1979) investigated workers moving from a traditional to an open plan office. They assessed worker preferences at three different times, using questionnaires and interviews. Fig. 4.1 shows three of the variables that were measured in the experimental group.

Mean scores for three variables at each time (Questionnaire using seven-point scale)

Variables	Time 1 (T1)	Time 2 (T2)	Time 3 (T3)
Work satisfaction	5.37	5.19	5.11
Interpersonal satisfaction	5.22	4.95	4.90
Internal motivation	6.05	5.89	5.86

Fig. 4.1

(a) Give **two** findings from the data shown in Fig. 4.1. [2]

(b) **(i)** Suggest **one** strength of gathering data using a seven-point scale. [2]

(ii) Suggest **one** weakness of gathering data using a seven-point scale. [2]

(c) Explain **two** problems reported in the interviews with workers about working in the open plan office. [4]

(d) Discuss the strengths and weaknesses of using interviews to assess office preference in workers. You should include a conclusion in your answer. [5]

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Section B

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

Psychology and abnormality

5 **(a)** Design a study using an observation to investigate which are the **most** common compulsions in people with obsessive-compulsive disorder (OCD). [10]

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

Psychology and consumer behaviour

6 **(a)** Design a study to investigate the effect of different store interior layouts on customer satisfaction. [10]

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

Psychology and health

7 **(a)** Design an experiment to investigate whether acupuncture is more effective than non-pain imagery for managing acute pain. [10]

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

Psychology and organisations

8 **(a)** Design a study to investigate the extent to which the manager in a clothes factory demonstrates 'adaptive leadership'. [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 treatment for obsessive-compulsive and related disorders is **not** the solution. Biomedical treatment is the only solution.'*

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 *'Different types of intuitive thinking, such as thinking fast and thinking slow, are of no value in understanding consumer decision-making.'*

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 *'Psychological techniques to manage stress are more effective than any medical technique.'*

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 *'The methodology used in the Hawthorne studies is reductionist. This is the **best** way to study organisational working conditions.'*

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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