Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/32**

Paper 3 Specialist Options: Approaches, Issues and Debates **February/March 2024**

1 hour 30 minutes

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **eight** questions in total:
  - Answer questions from **two** options.
  - Answer **all** questions from the options you have studied.
- 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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Answer questions from **two** options.
Answer **all** questions from the options you have studied.

Section A: Clinical Psychology

Answer **all** questions.

1 Prisha is hearing voices that seem real to her but no one else in her family can hear them. She tells her doctor about the voices and that her identical twin sister was diagnosed with schizophrenia three years ago. Prisha's doctor diagnoses her with schizophrenia.

Outline **two** explanations for Prisha's diagnosis, based on what she told her doctor. [4]

2 **(a)** Outline what is meant by a situational explanation of obsessive-compulsive disorder (OCD), including an example from the behavioural explanation of OCD. [2]

(b) Explain **one** weakness of the situational explanation of OCD, including an example from the behavioural explanation of OCD. [2]

3 Mary has obsessive-compulsive disorder (OCD). She worries that something bad will happen if she does not check her front door is locked 20 times every night. Mary needs help with her symptoms.

(a) Suggest how exposure and response prevention (ERP) can reduce:
- Mary's obsession
- Mary's compulsion. [4]

(b) Explain **one** weakness of using ERP to help Mary. [2]

4 **(a)** Describe the study by Oruč et al. (1997) on association analysis of the genetics of depressive disorder. [6]

(b) Evaluate the study by Oruč et al., including a discussion about reliability.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

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Section B: Consumer Psychology

Answer **all** questions.

5 Kabir is setting up a store selling clothing in a shopping mall. He wants to encourage people to enter his store and purchase clothing.

Suggest **two** ways that Kabir can encourage people to enter his store, using your knowledge of store choice, including demographics (e.g. age and gender). [4]

6 **(a)** Outline 'convenience' from Lauterborn's 4 Cs marketing mix model. [2]

(b) Lauterborn's model can be applied to everyday life, such as for advertising products.

Explain **one** strength of using 'convenience' for advertising a product on the internet. [2]

7 **(a)** Company B has recently won an award for the easiest-to-use mobile phone so are planning to change their slogan. Their current slogan is 'B is brilliant'.

Explain **two** reasons why 'B is brilliant' is **not** an effective slogan. [4]

(b) Explain **one** problem psychologists have when they investigate slogans. [2]

8 **(a)** Describe what psychologists have discovered about:
- choice blindness, and
- consumer memory for advertising including how retroactive and proactive interference affect memory. [6]

(b) Evaluate what psychologists have discovered about:
- choice blindness, and
- consumer memory for advertising including how retroactive and proactive interference affect memory,

including a discussion about experiments.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

Section C: Health Psychology

Answer **all** questions.

9 People who experience chest pains sometimes delay seeking treatment from health services and need to be encouraged to seek treatment as quickly as possible.

Suggest **two** ways that these people could be encouraged to seek treatment quickly, using your understanding of reasons for delay. [4]

10 **(a)** Outline **one** example of a sample of children used in a study of healthy eating. [2]

(b) Explain **one** reason why it is important to use children in psychological research on healthy eating. [2]

11 Mr Sharma is a teacher in a school who is concerned that his students are not washing their hands correctly.

(a) Suggest how Mr Sharma could use fear arousal to encourage his students to wash their hands correctly. Your answer **must** be ethical. [4]

(b) Explain **one** practical problem that Mr Sharma might have with implementing what you have suggested in part **(a)**. [2]

12 **(a)** Describe what psychologists have discovered about:
- biofeedback to manage stress, and
- stress inoculation training to prevent stress. [6]

(b) Evaluate what psychologists have discovered about:
- biofeedback to manage stress, and
- stress inoculation training to prevent stress,

including a discussion about determinism versus free-will.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

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Section D: Organisational Psychology

Answer **all** questions.

13 Yash is the sales manager of a chocolate company that sells chocolate online. He wants to expand their sales into grocery stores within the next month.

Suggest a SMART goal Yash can set for his sales team to expand their sales into grocery stores within the next month. [4]

14 **(a)** Outline what is meant by the nomothetic approach, including an example from Deci and Ryan's self-determination theory of motivation. [2]

(b) Explain **one** strength of using a nomothetic approach to understand motivation at work, using Deci and Ryan's theory as an example. [2]

15 **(a)** Samir is a manager in a bicycle factory. He has noticed several acts of sabotage, for example, some of his workers have been leaving the factory before their shift has finished without permission. Samir has also seen one employee putting some bicycle parts belonging to the factory into their car.

(i) Using your knowledge of the study by Giacalone and Rosenfeld (1987):

Outline **one** reason that a worker at Samir's factory could give for **one** of these acts of sabotage. [2]

(ii) Suggest **one** way that Samir could reduce sabotage at his factory. [2]

(b) Explain **one** weakness for the way to reduce sabotage that you have suggested in part **(a)(ii)**. [2]

16 **(a)** Describe what psychologists have discovered about:
- Kouzes and Posner's Leadership Practices Inventory, and
- Kelley's five followership styles. [6]

(b) Evaluate what psychologists have discovered about:
- Kouzes and Posner's Leadership Practices Inventory, and
- Kelley's five followership styles,

including a discussion about psychometrics.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

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