Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/32**

Paper 3 Specialist Options: Approaches, Issues and Debates **February/March 2025**

1 hour 30 minutes

3620062188

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 Rahul has obsessive-compulsive disorder (OCD) and constantly worries about his family's safety. To reduce these worries, he arranges his books by colour, newspapers in date order and food in his kitchen cupboards alphabetically. If any of the items are placed out of sequence, Rahul becomes very anxious and immediately puts them back in order.

Suggest how cognitive-behavioural therapy (CBT) could treat Rahul's OCD. [4]

2 **(a)** Outline what is meant by determinism, including an example from the psychodynamic explanation of fear-related disorders. [2]

(b) Explain **one** problem psychologists may have when investigating the psychodynamic explanation of fear-related disorders. [2]

3 Eesha has generalised anxiety disorder and her clinician wants to monitor her during therapy.

(a) Suggest how the Generalised Anxiety Disorder assessment (GAD-7) could be used to monitor Eesha during and after her therapy. [4]

(b) Explain **one** weakness of the GAD-7. [2]

4 **(a)** Describe the biochemical (dopamine hypothesis) explanation and the psychological (cognitive) explanation of schizophrenia. [6]

(b) Evaluate the biochemical (dopamine hypothesis) explanation and the psychological (cognitive) explanation of schizophrenia, including a discussion about reductionism versus holism.

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 A restaurant has a noisy kitchen, which can be heard by the customers.

Suggest how the noise from the kitchen may affect perception of food by the customers. [4]

6 Research conducted has shown the effect of product placement in films on choice for both adults and children.

(a) Outline **one** explanation for why product placement in films affects choice. [2]

(b) Explain why it is important to follow ethical guidelines when using children in psychological research. [2]

7 **(a)** Malika is the marketing manager of a company that sells flowers. Most of the company's customers are over 50 years old. Malika wants to market the flowers to younger customers.

Suggest **two** ways that Malika could use Lauterborn's 4 Cs marketing mix model to attract younger customers. [4]

(b) Explain one weakness of Lauterborn's 4 Cs marketing mix model. [2]

8 **(a)** Describe the study by Robson et al. (2011) on consumers' responses to table spacing in restaurants. [6]

(b) Evaluate the study by Robson et al. (2011), including a discussion about self-reports.

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

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Section C: Health Psychology

Answer **all** questions.

9 Samay has been experiencing stress at work for many years. His doctor tells him that he is in the 'exhaustion' phase of the GAS model of stress.

(a) Suggest **two** physical effects of stress that Samay may be experiencing. [2]

(b) For **one** of the physical effects of stress you suggested in part **(a)**:

Suggest the effect this could have on Samay at work. [2]

10 **(a)** Outline what is meant by the idiographic approach, using an example from non-adherence to medical advice. [2]

(b) Explain **one** weakness of taking an idiographic approach to understanding non-adherence to medical advice. [2]

11 Dr Singh wants to encourage his patients to exercise regularly and runs a clinic to support them to attend swimming or running classes.

(a) Suggest how Dr Singh could use contracts to improve the adherence of his patients to regular exercise. [4]

(b) For your suggestion in part **(a)**:
Explain one practical problem with implementing your suggestion. [2]

12 **(a)** Describe:
- a study using fear arousal to improve health, and
- a study about providing information so people know how to improve their health. [6]

(b) Evaluate:
- a study using fear arousal to improve health, and
- a study about providing information so people know how to improve their health,

including a discussion about longitudinal studies.

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 Jaya is the manager of a book shop. She has received training about Blau and Boal's model. The sales staff show high job involvement and low organisational commitment.

(a) Suggest **one** reason why her sales staff show high job involvement. [2]

(b) Suggest **one** reason why her sales staff show low organisational commitment. [2]

14 **(a)** Outline **two** features of the job descriptive index (JDI). [2]

(b) Explain **one** practical application of the job descriptive index (JDI). [2]

15 Workers on the production line of a car factory are in conflict about the time of lunch breaks. All workers want to have lunch at 12 pm but the workers cannot all go at once. The manager decides to use Thomas-Kilmann's conflict-handling modes to reduce this conflict.

(a) Suggest how the manager could use **two** of Thomas-Kilmann's conflict-handling modes to reduce this conflict about lunch breaks. Your answer **must** be ethical. [4]

(b) For **one** of the modes to reduce conflict that you have suggested in part **(a)**:
Explain **one** weakness of this mode to reduce conflict. [2]

16 **(a)** Describe what psychologists investigating traditional and modern theories of leadership have discovered about:
- universalist theories of leadership, and
- Heifetz's six principles in meeting adaptive challenges. [6]

(b) Evaluate what psychologists investigating traditional and modern theories of leadership have discovered about:
- universalist theories of leadership, and
- Heifetz's six principles in meeting adaptive challenges,

including a discussion about nature versus nurture.

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

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