Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

PSYCHOLOGY **9990/32**

Paper 3 Specialist Options: Theory **May/June 2018**

1 hour 30 minutes

No Additional Materials are required.

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READ THESE INSTRUCTIONS FIRST

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

There is a choice of four specialist options in this question paper. In each of your **two** chosen specialist options, answer **all** questions.

At the end of the examination, fasten all your work securely together.
The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **3** printed pages, **1** blank page and **1** Insert.

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[Turn over

Psychology and abnormality

Answer **all** questions.

1 **(a)** Explain what is meant by 'electro-convulsive therapy' (ECT) as a treatment for schizophrenia. [2]

(b) The study by Freeman (2008) used virtual reality to assess symptoms of schizophrenia. Describe the procedure of this study. [4]

(c) Discuss the reliability of this procedure. [6]

2 **(a)** Describe the treatment and management of impulse control disorders and non-substance addictive disorder. [8]

(b) Evaluate the treatment and management of impulse control disorders and non-substance addictive disorder, including a discussion of the application of psychology to everyday life. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Explain what is meant by a 'cognitive map' in relation to retail environments. [2]

(b) Describe the self-report used in the study by Machleit et al. (2000) on crowding in retail environments. [4]

(c) Explain **one** strength and **one** weakness of self-reports, using the Machleit et al. study as an example. [6]

4 **(a)** Describe what psychologists have discovered about types of advertising and advertising techniques. [8]

(b) Evaluate what psychologists have discovered about types of advertising and advertising techniques, including a discussion on the use of children in psychological research. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Explain how a biochemical test can be used to measure non-adherence to medical advice. [2]

(b) Describe **two** guidelines given by Ley (1988) for improving practitioner style that should improve adherence to medical advice. [4]

(c) Explain **one** strength and **one** weakness of the guidelines given by Ley (1988). [6]

6 **(a)** Describe what psychologists have discovered about the management of stress. [8]

(b) Evaluate what psychologists have discovered about the management of stress, including a discussion about ethics. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Outline **one** type of job absenteeism. [2]

(b) Describe the Minnesota satisfaction questionnaire (Weiss et al., 1967). [4]

(c) Explain **one** similarity and **one** difference between the Minnesota satisfaction questionnaire and **one** other questionnaire used to measure job satisfaction. [6]

8 **(a)** Describe what psychologists have discovered about motivators at work (e.g. intrinsic and extrinsic motivation, rewards). [8]

(b) Evaluate what psychologists have discovered about motivators at work, including a discussion of reductionism. [10]

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