Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

PSYCHOLOGY **9990/42**

Paper 4 Specialist Options: Application **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. You must answer questions from **two** specialist options.
Answer **two** questions in Section A.
Answer **one** question in Section B.
Answer **one** question in Section C.

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 **5** printed pages, **3** blank pages and **1** Insert.

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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 The aim of the study by Lovell et al. (2006) was to compare the effectiveness of cognitive behavioural therapy (CBT) for obsessive-compulsive disorder (OCD), delivered face-to-face or by telephone.

(a) What was concluded about the effectiveness of the therapy? [2]

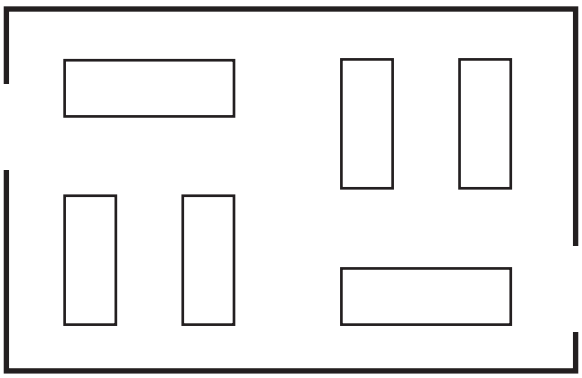
(b) How and why did the researchers gather baseline data from the participants? [4]

(c) Give **two** differences in the delivery of telephone and face-to-face therapy in this study. [4]

(d) Discuss the strengths and weaknesses of using telephone delivery of CBT with patients. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

2 The layout of any store can increase sales and many designs have been proposed, such as the grid layout below.



(a) Give **one** advantage of a 'racetrack'/'boutique' store layout. [2]

(b) Give **two** differences between a 'grid' and a 'freeform' store layout. [4]

(c) Suggest how **one** method, other than virtual reality, could be used to gather data about customer behaviour. [4]

(d) Discuss the advantages and disadvantages of research on store layout using virtual reality. You should include a conclusion in your answer. [5]

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Psychology and health

3 Unhealthy behaviours are difficult to change because of lifestyles; behaviours developed over a period of years that have become habitual. Lau et al. (1990) found that understanding how these habits are formed in the early years is important to understanding how they can be changed.

(a) Explain why the study by Lau et al. (1990) is longitudinal. [2]

(b) Give **two** differences between the 'enduring family socialisation model' and the 'lifelong openness' model. [4]

(c) Suggest **one** other model to explain the influence of family and peers on health beliefs. [4]

(d) Discuss the advantages and disadvantages of conducting longitudinal studies on health beliefs. You should include a conclusion in your answer. [5]

Psychology and organisations

4 Traditional management theory challenged

For many years, Henry Mintzberg's ten managerial roles allowed the nature of leadership to be defined. However, it has never been clear how leadership relates to the way managers in organisations manage their workers.

(a) Explain the relationship between leadership and managerial roles. [2]

(b) Suggest **one** disadvantage of a participative/democratic style of leadership. [4]

(c) Give **two** types of leader behaviour determined by how much they participate with their workers and how much they direct their workers. [4]

(d) Discuss the advantages and disadvantages of investigating leadership styles in organisations. 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 a questionnaire to investigate the most common body dysmorphic disorder behaviours. [10]

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

Psychology and consumer behaviour

6 **(a)** Design a field experiment conducted on an aeroplane to investigate the effect of noise on the perceived sweetness of food. [10]

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

Psychology and health

7 Despite many campaigns, people still suffer serious head injuries because they do not wear a protective helmet when riding a bicycle.

(a) Design a study to investigate the effectiveness of a fear arousal campaign to promote the wearing of bicycle helmets. [10]

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

Psychology and organisations

8 **(a)** Design a study to investigate whether the illusion of unanimity occurs when groupthink occurs. [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 *'Even though Little Albert was just one child, the behavioural explanation of anxiety disorders can be generalised to everyone.'*

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 *'Product colour associations are universal rather than cultural: everyone likes blue detergent.'*

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 *'Using observation to measure pain will never be as accurate as a self-report.'*

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 situation is irrelevant; all that any leader needs to succeed is individual charisma.'*

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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