Cambridge International AS & A Level

Cambridge Assessment International Education
Cambridge International Advanced Subsidiary and Advanced Level

PSYCHOLOGY **9990/43**

Paper 4 Specialist Options: Application **May/June 2019**

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 Miller (2010) described the case study of 'John' who received impulse control therapy. John was a 35-year-old successful banker, but had a long history of gambling problems. In 10 years, John lost more than $1 000 000 playing poker.

(a) Explain the 'feeling-state' theory of impulse control disorders. [2]

(b) Give **two** differences between impulse control disorder protocol (ICDP) and eye movement desensitisation and reprocessing (EMDR). [4]

(c) Suggest **two** cognitive-behavioural treatments for impulse control disorders. [4]

(d) Discuss the strengths and weaknesses of using case studies to investigate impulse control therapy. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

2 Gil et al. (2009) identified five shopper profiles. One type is the Raider, who walks fast, makes decisions quickly and has a preference for main aisles. Raiders go far into the store if necessary, on 'top-up' or 'food for tonight' missions. Most Raiders are male.

(a) Explain how the data on shopper movement patterns was gathered from participants. [2]

(b) Suggest **two** advantages of the way in which this data was gathered. [4]

(c) Outline **two** shopper profiles, other than the Raider. [4]

(d) Discuss the advantages and disadvantages of studying shopper movement patterns. You should include a conclusion in your answer. [5]

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Psychology and health

3 Newspaper headline: What I say is not what I do.

Health research suggests that what people say they do, does not match what they actually do. This could negatively affect recovery from illness. Roth and Caron (1978) found that objective biochemical tests revealed that people were taking medicine less often than they said they were.

(a) Explain what is meant by the term 'objective measure of adherence'. [2]

(b) Outline **two** examples of biochemical tests of adherence. [4]

(c) Suggest **two** ways to measure adherence objectively, other than biochemical tests. [4]

(d) Discuss the advantages and disadvantages of using biochemical tests to measure adherence. You should include a conclusion in your answer. [5]

Psychology and organisations

4 'The harder I work the more I get paid. It is hard work, but pay is all I need to support my family.
Do I get bored? Yes, of course I do.
Do I have a sense of job satisfaction? Not at all.
Am I motivated? Yes, by the pay. Pay is all I will ever need.' [Factory worker]

(a) Explain what is meant by the term 'intrinsic motivation'. [2]

(b) Outline **two** types of extrinsic reward system that could be used to motivate workers. [4]

(c) Outline **two** cognitive theories of motivation, other than equity theory (Adams, 1963). [4]

(d) Discuss the advantages and disadvantages of different types of reward system used to motivate 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 to investigate the long-term effectiveness of antipsychotic drugs in patients with schizophrenia. [10]

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

Psychology and consumer behaviour

6 **(a)** Design a study using an observation to investigate the responses of ten people waiting in a queue when two males intrude into that queue. [10]

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

Psychology and health

7 **(a)** Design a study using a questionnaire to investigate the characteristics of people who attend or fail to attend appointments with a medical practitioner. [10]

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

Psychology and organisations

8 **(a)** Design a study using an interview to investigate the extent to which workers believe equity theory (Adams, 1963) applies to them. [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 *'The biochemical explanation is the only scientific explanation for impulse control disorders.'*

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 *'The AIDA model, which identifies the stages of the advertising process, applies to all cultures.'*

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 *'Medical techniques, such as drugs, are all a person needs to reduce long-term stress.'*

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 *'There are no positive outcomes of group conflict.'*

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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