Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/32**

Paper 3 Specialist Options: Theory **May/June 2020**

1 hour 30 minutes

8734360104

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **four** questions in total:
  - Answer questions from **two** options.
  - For each chosen option, answer **all** questions.
- 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 **4** pages. Blank pages are indicated.

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Psychology and abnormality

Answer **all** questions.

1 **(a)** Outline **one** biomedical/genetic explanation of a phobia. [2]

(b) Describe **one** study about classical conditioning of a phobia, e.g. the study of little Albert. [4]

(c) Explain **one** strength and **one** weakness of the study you described in **(b)**. [6]

2 **(a)** Describe the treatment and management of depression. [8]

(b) Evaluate the treatment and management of depression, including a discussion of nature versus nurture. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Explain what is meant by 'persuasive techniques' used in advertising. [2]

(b) Describe the AIDA model of advertising. [4]

(c) Explain **one** similarity and **one** difference between the AIDA model and **one** other model of advertising. [6]

4 **(a)** Describe what psychologists have discovered about retail/leisure environment design. [8]

(b) Evaluate what psychologists have discovered about retail/leisure environment design, including a discussion about demand characteristics. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Explain what is meant by 'psychogenic pain'. [2]

(b) Describe the gate control theory of pain (Melzack, 1965). [4]

(c) Explain **two** strengths of the gate control theory. [6]

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

(b) Evaluate what psychologists have discovered about measuring stress, including a discussion about self-reports. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Explain what is meant by the 'norming' stage of group development by Tuckman (1965). [2]

(b) Describe the theory of team roles in organisations proposed by Belbin (1981). [4]

(c) Discuss the validity of Belbin's theory of team roles. [6]

8 **(a)** Describe what psychologists have discovered about motivators at work (intrinsic and extrinsic motivation, types of rewards systems, non-monetary rewards). [8]

(b) Evaluate what psychologists have discovered about motivators at work (intrinsic and extrinsic motivation, types of rewards systems, non-monetary rewards), including a discussion about determinism. [10]

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