Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/43**

Paper 4 Specialist Options: Application **May/June 2020**

1 hour 30 minutes

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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.
    - Section A: answer **two** questions.
    - Section B: answer **one** question.
    - Section C: answer **one** question.
- 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. Blank pages are indicated.

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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 Newspaper headline: Treatment for schizophrenia is successful.
Sensky et al. (2000) conducted a longitudinal study and found that cognitive-behavioural therapy was effective. It treated both negative and positive symptoms in patients that were resistant to drug treatments for schizophrenia.

(a) Explain what is meant by the term 'baseline' when gathering data. [2]

(b) Suggest **two** weaknesses of the longitudinal method in the study by Sensky et al. (2000). [4]

(c) A randomised controlled design was used by Sensky et al.

(i) Identify the **two** therapies that this design compared. [2]

(ii) Suggest why a randomised controlled design was used. [2]

(d) Discuss the strengths and weaknesses of cognitive-behavioural therapy as an alternative to drug treatments for schizophrenia. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

2 *'There has been little attempt to understand the influence on children of branded products that appear in television programs and movies. A study exposed children of two different age groups (6–7 and 11–12) in classrooms to a brief film clip. They were then individually asked to demonstrate their witness skills by describing in as much detail as possible what they had seen.'*
Extract from the abstract from Auty and Lewis (2004)

(a) Explain what is meant by 'brand recognition'. [2]

(b) Give the **two** conclusions from the study by Auty and Lewis (2004). [4]

(c) **(i)** Give **two** examples of what Auty and Lewis did to ensure that the ethical guideline of informed consent was followed. [2]

(ii) Suggest **one** way in which this study could be considered to be unethical. [2]

(d) Discuss the advantages and disadvantages of using interviews to investigate brand recognition in children. You should include a conclusion in your answer. [5]

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Psychology and health

3 The Wong-Baker faces pain rating scale for children.

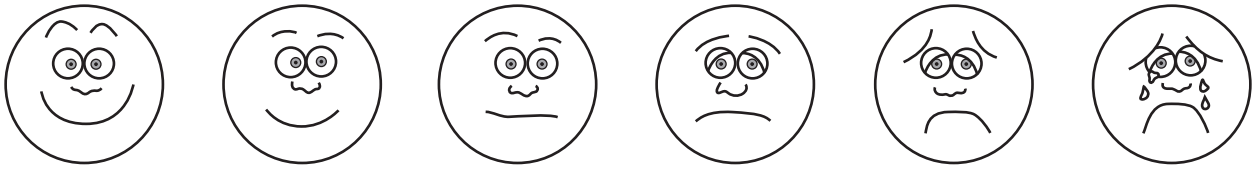


Fig. 3.1

(a) Explain how the Wong-Baker scale is used to measure pain in children. [2]

(b) **(i)** Explain how the test-retest reliability of this scale could be tested. [2]

(ii) Suggest **one** reason why this scale might be less useful with older children than with younger children. [2]

(c) Suggest **two** ways in which pain can be measured in children without using a pain rating scale. [4]

(d) Discuss the advantages and disadvantages of having pain measures specifically for use with children. You should include a conclusion in your answer. [5]

Psychology and organisations

4 Wedley and Field (1984) proposed that the decision-making process of any group can be improved using a pre-decision support system. Their model of the pre-decision process begins with the manager answering situational questions. Examples of these questions and how they could be answered appear in Table 4.1.

Table 4.1

Question number	Questions	Your answers
1	Is quality required?	Yes ~~No~~
2	Have you sufficient information?	~~Yes~~ No
3	Is the problem structured?	~~Yes~~ No
4	Is acceptance important?	Yes ~~No~~
5	Would your autocratic decision be accepted?	Yes ~~No~~

(a) Explain what is meant by the term ‘pre-decision support system’. [2]

(b) **(i)** Identify the type of questions used to gather the data in Table 4.1. [1]

(ii) Identify the type of data gathered in Table 4.1. [1]

(iii) Suggest **one** disadvantage of this type of data, using an example from Table 4.1. [2]

(c) Suggest **two** ways in which any decision support system can improve managerial effectiveness. [4]

(d) Discuss the advantages and disadvantages of gathering data from managers and workers about decision-making in their organisation. You should include a conclusion in your answer. [5]

Section B

You must answer **one** question from this section.

Psychology and abnormality

5 **(a)** Design a study to investigate which type of phobia the general public think is the **most** common. [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 a questionnaire to investigate whether people prefer a customer-focused approach or a product-focused approach when buying a new car. [10]

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

Psychology and health

7 **(a)** Design a study using an interview to investigate what the students in a school understand by the terms ‘acute pain’ and ‘chronic pain’. [10]

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

Psychology and organisations

8 **(a)** Design a study using observations to investigate which followership type is the **most** common in an organisation producing toys. [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 *'Symptom assessment of schizophrenia using virtual reality will one day remove the need for a doctor.'*

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 theory of planned behaviour: if you plan to buy and you intend to buy, you definitely will buy.'*

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 *'Health promotion strategies developed in one country, such as those in the five-city project (Farquhar et al., 1985), can never generalise to other countries.'*

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 *'Errors in group decision-making are always due to the cognitive limitations of an individual rather than to being part of a groupthink situation.'*

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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