Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/31**

Paper 3 Specialist Options: Theory **May/June 2022**

1 hour 30 minutes

9385969674

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. Any blank pages are indicated.

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Psychology and abnormality

Answer **all** questions.

1 **(a)** Identify **two** characteristics of bipolar disorder. [2]

(b) Describe rational emotive behaviour therapy (REBT) as a treatment for depression (Ellis, 1962). [4]

(c) Explain **one** similarity and **one** difference between REBT and **one** biological treatment for depression. [6]

2 **(a)** Describe explanations of phobias. [8]

(b) Evaluate explanations of phobias, including a discussion of nature versus nurture. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Lauterborn proposed 'the 4 Cs marketing mix model' of advertising.

Identify **two** of the 'Cs'. [2]

(b) Describe the procedure and **one** result from the study by Auty and Lewis (2004) on product placement in films. [4]

(c) Explain **one** strength and **one** weakness of the study by Auty and Lewis. [6]

4 **(a)** Describe what psychologists have discovered about sound and consumer behaviour. [8]

(b) Evaluate what psychologists have discovered about sound and consumer behaviour, including a discussion about experiments. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Explain why people with Type A personality are more likely to experience stress-related illness. [2]

(b) Describe stress inoculation training (SIT) as a technique for preventing stress (Meichenbaum, 1985). [4]

(c) Explain **one** strength and **one** weakness of stress inoculation training (SIT) as a technique for preventing stress. [6]

6 **(a)** Describe what psychologists have discovered about managing and controlling pain. [8]

(b) Evaluate what psychologists have discovered about managing and controlling pain, including a discussion about determinism versus free-will. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Explain what is meant by 'enrichment' as a job design technique. [2]

(b) Describe the study on workplace sabotage by Giacalone and Rosenfeld (1987). [4]

(c) Explain **two** weaknesses of the study by Giacalone and Rosenfeld. [6]

8 **(a)** Describe what psychologists have discovered about leadership style (contingency theory, situational leadership, styles of leader behaviour). [8]

(b) Evaluate what psychologists have discovered about leadership style (contingency theory, situational leadership, styles of leader behaviour), including a discussion about practical applications. [10]

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