Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/31**

Paper 3 Specialist Options: Theory **May/June 2023**

1 hour 30 minutes

1372662101

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)** Explain what is meant by 'pyromania'. [2]

(b) Describe the study by Glover (2011) that used covert sensitisation as a treatment for kleptomania. [4]

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

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

(b) Evaluate explanations of depression, including a discussion about reductionism versus holism. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Identify **two** shopper movement patterns from the study by Gil et al. (2009). [2]

(b) Dayan and Bar-Hillel (2011) conducted a laboratory study and a field study on primacy, recency and menu item position.

Outline any **two** results from these studies by Dayan and Bar-Hillel. [4]

(c) Discuss the validity of these studies by Dayan and Bar-Hillel. [6]

4 **(a)** Describe what psychologists have discovered about retail/leisure environment design (retail store architecture, leisure environments, store interior layout). [8]

(b) Evaluate what psychologists have discovered about retail/leisure environment design (retail store architecture, leisure environments, store interior layout), including a discussion about generalisability. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Practitioners may make type I or type II errors in diagnosis.

Outline **one** of these types of error, including an example in your answer. [2]

(b) Describe the procedure of the study by Robinson and West (1992) on disclosure of information to a practitioner. [4]

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

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

(b) Evaluate what psychologists have discovered about the management of stress, including a discussion of experiments. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Outline how a token economy can be used to reduce accidents at work. [2]

(b) Describe the study by Oldham and Brass (1979) on open plan offices. [4]

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

8 **(a)** Describe what psychologists have discovered about measuring job satisfaction. [8]

(b) Evaluate what psychologists have discovered about measuring job satisfaction, including a discussion about psychometrics. [10]

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