Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/32**

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

1 hour 30 minutes

1061068252

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)** For **one** specific phobia:

Identify **two** characteristics of this phobia. [2]

(b) Describe the psychoanalytic explanation of phobias (Freud, 1909). [4]

(c) Explain **one** strength and **one** weakness of the psychoanalytic explanation of phobias. [6]

2 **(a)** Describe the treatment and management of obsessive-compulsive and related disorders. [8]

(b) Evaluate the treatment and management of obsessive-compulsive and related disorders, including a discussion about reductionism versus holism. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Vrechopoulos (2004) investigated virtual interior layouts of grocery stores.

Outline the 'grid' store layout. You may include a diagram in your answer. [2]

(b) Describe the study by Guéguen et al. (2007) on music in open air markets. [4]

(c) Explain **two** strengths of the study by Guéguen et al. [6]

4 **(a)** Describe what psychologists have discovered about 'buying the product' (theory of planned behaviour, black box model, consumer decision model). [8]

(b) Evaluate what psychologists have discovered about 'buying the product' (theory of planned behaviour, black box model, consumer decision model), including a discussion about practical applications. [10]

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Psychology and health

Answer **all** questions.

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

(b) The Wong-Baker rating scale is a measure of children's pain.

(i) Outline the Wong-Baker rating scale. You may include a diagram in your answer. [2]

(ii) Explain how this scale is used to measure children's pain. [2]

(c) One difference between the Wong-Baker scale and the McGill pain questionnaire is whether they are used with children or adults.

Explain **two** other differences between these pain measures. [6]

6 **(a)** Describe what psychologists have discovered about health promotion in schools, worksites and communities. [8]

(b) Evaluate what psychologists have discovered about health promotion in schools, worksites and communities, including a discussion of the longitudinal research method. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Group decision-making can lead to cognitive limitations and errors including sins of commission, sins of omission and sins of imprecision (Forsyth, 2006).

Explain what is meant by 'sins of commission'. [2]

(b) Describe Belbin's theory of team roles. [4]

(c) Explain **one** strength and **one** weakness of Belbin's theory of team roles. [6]

8 **(a)** Describe what psychologists have discovered about traditional and modern theories of leadership (universalist and behavioural theories, adaptive leadership, three levels of leadership). [8]

(b) Evaluate what psychologists have discovered about traditional and modern theories of leadership (universalist and behavioural theories, adaptive leadership, three levels of leadership), including a discussion about determinism versus free-will. [10]

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