Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/31**

Paper 3 Specialist Options: Approaches, Issues and Debates **May/June 2024**

1 hour 30 minutes

1455008045

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **eight** questions in total:
  - Answer questions from **two** options.
  - Answer **all** questions from the options you have studied.
- 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. Any blank pages are indicated.

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Answer questions from **two** options.
Answer **all** questions from the options you have studied.

Section A: Clinical Psychology

Answer **all** questions.

1 Sarah is always thinking about germs. At work she eats lunch alone as she believes this will protect her colleagues. She always washes her hands for 15 minutes in very hot water. She feels better after this, but after 45 minutes she wants to wash again. When Sarah gets home, she washes her clothing, shoes and coat. One day, when Sarah had sat next to a colleague, she could not sleep that night as she was convinced that he would get ill.

Explain how Sarah meets the diagnostic criteria for obsessive-compulsive disorder (OCD). [4]

2 **(a)** Outline what is meant by the determinism versus free-will debate. [2]

(b) Explain **one** strength of applying the determinism side of the determinism versus free-will debate to the biochemical explanation for depressive disorder (unipolar). [2]

3 Olivia has a bipolar disorder and is receiving cognitive restructuring as therapy. In her first session she said:

'My life used to be 100% perfect! I had an amazing job and friends. I stayed up one night to research an expensive holiday. Recently everything has changed. I am not working and have no energy. No one likes me, not even my family, as I am not fun to be with. I have cancelled the holiday. Why does this keep happening to me? I feel amazing for a while and then it all changes and I am depressed again.'

(a) Suggest how cognitive restructuring can help Olivia with both her depressive and manic episodes. [4]

(b) Explain **one** strength of using cognitive restructuring therapy with Olivia. [2]

4 **(a)** Describe the behavioural explanation and the psychodynamic explanation of fear-related disorders. [6]

(b) Evaluate the behavioural explanation and the psychodynamic explanation of fear-related disorders, including a discussion about longitudinal studies.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

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Section B: Consumer Psychology

Answer **all** questions.

5 Snyder and DeBono (1985) found that high self-monitors and low self-monitors have different preferences for advertising strategies. This finding could be used for advertising winter coats.

(a) Suggest **one** advertising strategy for winter coats that would appeal to high self-monitors. [2]

(b) Suggest **one** advertising strategy for winter coats that would appeal to low self-monitors. [2]

6 **(a)** Outline 'satisficing' as a model of consumer decision-making. [2]

(b) Explain how satisficing as a model of consumer decision-making is reductionist. [2]

7 Zahra works in a large store that sells a wide range of goods. She notices that customers in the store spend a long time looking at the computers, comparing prices and asking questions. She also notices that when customers select grocery items they only briefly look at what they put into their shopping trolley.

(a) **(i)** Explain **one** reason why the customers shopping for computers are using system 2 for decision-making. [2]

(ii) Explain **one** reason why the customers shopping for groceries are using system 1 for decision-making. [2]

(b) Explain **one** problem with identifying whether a customer is using system 1 or system 2 for decision-making. [2]

8 **(a)** Describe what psychologists have discovered about:
- the features of menu design which have positive and negative impacts, and
- the effect of food name on menu item choice. [6]

(b) Evaluate what psychologists have discovered about:
- the features of menu design which have positive and negative impacts, and
- the effect of food name on menu item choice,

including a discussion about generalisations from findings.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

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Section C: Health Psychology

Answer **all** questions.

9 A professor wants to improve doctors' verbal communication with patients.

(a) Suggest **one** way to improve the doctors' verbal communication with patients. [2]

(b) Explain why your suggestion in part **(a)** would be better for these patients. [2]

10 **(a)** Outline what is meant by the nature versus nurture debate. [2]

(b) Explain **one** strength of the gate control theory of pain, from the nurture side of the debate. [2]

11 Becky has broken her leg and is in a lot of pain. She has tried both biochemical and psychological treatments for the pain. Her doctor has suggested that she uses an alternative treatment.

(a) Outline **two** alternative treatments that Becky could use to manage her pain. [4]

(b) For **one** of the treatments outlined in part **(a)**:

Explain **one** weakness of this way for Becky to manage her pain. [2]

12 **(a)** Describe what psychologists have discovered about:
- unrealistic optimism, and
- positive psychology. [6]

(b) Evaluate what psychologists have discovered about:
- unrealistic optimism, and
- positive psychology,

including a discussion about the idiographic versus nomothetic approach.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

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Section D: Organisational Psychology

Answer **all** questions.

13 Feba is a manager in an IT company. She has decided to monitor her employees while they work from home to improve their productivity on their tasks.

(a) Suggest **one** way that Feba could monitor the productivity of her employees while they work at home. [2]

(b) Explain why the way you have given in part **(a)** would improve productivity on tasks. [2]

14 **(a)** Outline what is meant by 'holism', including an example from Thomas-Kilmann's five conflict-handling modes. [2]

(b) Explain **one** weakness of holism, using an example from Thomas-Kilmann's five conflict-handling modes. [2]

15 Joseph works on a production line in a car factory. He forgot to use eye protection during his shift and damaged his eye.

(a) **(i)** Explain the type of human error made by Joseph. [2]

(ii) Suggest **one** way the management at this car factory could avoid this type of human error. [2]

(b) For the way you suggested in part **(a)(ii)**:

Explain **one** weakness of this way to avoid this type of human error. [2]

16 **(a)** Describe what psychologists studying motivation to work have discovered about:
- Maslow's hierarchy of needs, and
- McClelland's theory of achievement motivation. [6]

(b) Evaluate what psychologists studying motivation to work have discovered about:
- Maslow's hierarchy of needs, and
- McClelland's theory of achievement motivation,

including a discussion about determinism versus free-will.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

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