Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/31**

Paper 3 Specialist Options: Approaches, Issues and Debates **May/June 2025**

1 hour 30 minutes

6822033100

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 Mahmoud has schizophrenia. His doctor suggests cognitive-behavioural therapy (CBT) to help manage Mahmoud's positive symptoms.

Suggest how CBT could be used to help Mahmoud manage his positive symptoms of schizophrenia. [4]

2 **(a)** Outline Miller's feeling-state theory of impulse control disorders. [2]

(b) Explain **one** reason why Miller's feeling-state theory could be considered holistic. [2]

3 Emi was unfairly dismissed from her job at a factory which she was very upset about. Afterwards, she started a fire at the factory, which made her feel better. Later she felt very anxious and purchased matches to relieve this anxiety. As she watched each match burn, she felt better. Although Emi has a new job in a shop, she is distracted by thoughts of starting a fire there. These thoughts make her feel very excited.

(a) Using the diagnostic criteria (ICD-11) for pyromania:

(i) Suggest **one** reason why Emi may be diagnosed with pyromania. [2]

(ii) Suggest **one** reason why Emi may **not** be diagnosed with pyromania. [2]

(b) In relation to pyromania, Emi meets some of the diagnostic criteria and not others.

Explain **one** other problem a doctor could have when making their diagnosis of Emi. [2]

4 **(a)** For the treatment and management of obsessive-compulsive disorder (OCD):

Describe SSRIs and exposure and response prevention (ERP). [6]

(b) For the treatment and management of obsessive-compulsive disorder (OCD):

Evaluate SSRIs and exposure and response prevention (ERP), including a discussion about the use of children in research.

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 A shop has been receiving complaints about their virtual store layout. The shop currently has a racetrack layout.

Suggest **two** ways that the shop could change their virtual store layout that could reduce complaints. [4]

6 **(a)** Outline what is meant by free-will, including an example from thinking slow (system 2) in consumer decision-making. [2]

(b) Explain **one** problem a psychologist may have when they investigate whether consumers use free-will when deciding to purchase products. [2]

7 Sally and Dan want to buy new running shoes. They go to many stores and consider lots of different shoes. Sally returns to the first shop and buys her running shoes. Even though he has seen many different brands, Dan buys the brand he has worn for the past few years.

(a) **(i)** Outline the choice heuristic used by Sally. [2]

(ii) Outline the choice heuristic used by Dan. [2]

(b) Outline **one** problem a psychologist may have when deciding which choice heuristic consumers are using when purchasing a product. [2]

8 **(a)** Describe what psychologists have discovered about:
- gift-wrapping including beliefs of giver and recipient, and
- attention and shelf position. [6]

(b) Evaluate what psychologists have discovered about:
- gift-wrapping including beliefs of giver and recipient, and
- attention and shelf position,

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 Suggest why a doctor might make a false positive diagnosis. [4]

10 **(a)** Outline what is meant by the nomothetic approach, including an example from a study on preferences for practitioner clothing in non-verbal communication with patients. [2]

(b) Explain **one** weakness of using a nomothetic approach to understand preferences for practitioner clothing in non-verbal communication with patients. [2]

11 Dr Smith has patients who do not adhere to his instructions for taking their medication.

(a) Suggest **two** ways Dr Smith could measure whether his patients adhere to his instructions for taking their medication. [4]

(b) For **one** of your suggestions in part **(a)**:

Explain **one** problem that Dr Smith might have with this way of measuring whether his patients have adhered to his instructions for taking their medication. [2]

12 **(a)** Describe the study by Bridge et al. (1988) on relaxation and imagery in reducing stress during medical treatment. [6]

(b) Evaluate the study by Bridge et al., including a discussion about field experiments.

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 A manager has changed the working hours in a factory. Some workers are tired when they arrive at work due to this change and have made mistakes on the production line.

Suggest how the manager could use **two** of Heifetz's six principles in meeting adaptive challenges to help the workers at the factory adjust to the change in working hours. [4]

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

(b) Explain **one** reason why Scouller's levels of leadership theory supports the nurture side of the nature versus nurture debate. [2]

15 Tricia and Margot are in a team working on a leaflet for a company. Tricia will design the leaflet. Margot will check the leaflet for any errors before it is published.

(a) **(i)** Suggest which **one** of Belbin's team roles is **most** appropriate for Margot, who checks the leaflet. Justify your answer. [2]

(ii) Suggest which **one** of Belbin's team roles is **most** appropriate for Tricia, who designs the leaflet. Justify your answer.

Do not use the team role you suggested in part **(a)(i)** in your answer. [2]

(b) Explain **one** problem with Belbin's nine team roles. [2]

16 **(a)** Describe what psychologists have discovered about:
- extrinsic motivators at work, and
- Deci and Ryan's self-determination theory. [6]

(b) Evaluate what psychologists have discovered about:
- extrinsic motivators at work, and
- Deci and Ryan's self-determination theory,

including a discussion about individual and situational explanations.

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

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