Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/32**

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

1 hour 30 minutes

3084974904

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 Fazli has pyromania, he is unable to resist starting fires. Fazli sets fires and then watches them burn, in order to relieve his anxiety.

Suggest how imaginal desensitisation could help Fazli manage his symptoms of pyromania. [4]

2 **(a)** Outline systematic desensitisation as a treatment for a specific phobia. [2]

(b) Explain **one** reason why systematic desensitisation as a treatment for a specific phobia supports the situational side of the debate about individual and situational explanations. [2]

3 When Lina was a child, outside with her mother, she saw a snake. She then developed a phobia of snakes.

(a) Suggest a psychodynamic explanation for why Lina has this phobia of snakes. [4]

(b) Explain **one** weakness of the psychodynamic explanation for Lina's phobia of snakes. [2]

4 **(a)** Describe the following psychological explanations of depression:
- Beck's cognitive theory of depression, and
- learned helplessness. [6]

(b) Evaluate the following psychological explanations of depression:
- Beck's cognitive theory of depression, and
- learned helplessness,

including a discussion about determinism versus free-will.

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

Section B: Consumer Psychology

Answer **all** questions.

5 Company B sells bicycles. An advisor has recommended that the staff at Company B use competitor-focused sales techniques to increase sales.

Suggest **two** ways that Company B's staff could use competitor-focused sales techniques to increase the sales of bicycles. [4]

6 After buying a product, consumers can be affected by post-purchase cognitive dissonance, which can be applied to everyday life.

(a) Outline what is meant by 'post-purchase cognitive dissonance'. [2]

(b) Explain **one** way post-purchase cognitive dissonance could be reduced. [2]

7 Steven and Fred sell coats. They are talking about why coat sales have increased on their website.

- Steven says customers decide to purchase a coat because their website allows customers to search for useful features.
- Fred says customers decide to purchase a coat because their website is the first one customers find when they search online.

(a) **(i)** Outline which model of consumer decision-making has been suggested by Steven. Justify your answer. [2]

(ii) Outline which model of consumer decision-making has been suggested by Fred. Justify your answer. [2]

(b) Outline **one** problem psychologists have when deciding which model of consumer decision-making is being used by customers. [2]

8 **(a)** Describe:
- a study on any type of advertising media, and
- Lauterborn's 4 Cs marketing mix model. [6]

(b) Evaluate:
- a study on any type of advertising media, and
- Lauterborn's 4 Cs marketing mix model,

including a discussion about validity.

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 Isha has been experiencing stress at work. She worries about whether she will meet deadlines and whether the quality of her work is good enough.

Suggest how stress inoculation training could help to reduce Isha's stress at work. [4]

10 **(a)** Outline **one** reason why a person could delay seeking treatment. [2]

(b) Explain whether the reason you have outlined in part **(a)** can be applied to different cultures. [2]

11 Dr Brown works in a hospital and when her patients are given a questionnaire to rate their satisfaction with her consultations, they give her low scores.

(a) Suggest how Dr Brown could change the style of her consultation to increase patient satisfaction. [4]

(b) Explain **one** weakness of using a questionnaire to measure satisfaction. [2]

12 **(a)** Describe:
- a study on promoting healthy eating in schools, and
- a study on promoting health and safety in worksites. [6]

(b) Evaluate:
- a study on promoting healthy eating in schools, and
- a study on promoting health and safety in worksites,

including a discussion about 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 Jin and Kasem each manage a group of workers. Jin allows each of her workers to take responsibility for part of a project from start to finish. Kasem invites his group of workers to meet socially. Both Jin and Kasem say their approach to management will meet the needs of their workers.

From McClelland's theory of achievement motivation:

(a) Explain which need is being met by Jin. [2]

(b) Explain which need is being met by Kasem. [2]

14 **(a)** Outline what is meant by 'valence' from Vroom's VIE theory of motivation. [2]

(b) Explain **one** reason why Vroom's VIE theory of motivation could be considered holistic. [2]

15 Lucy owns a restaurant. She pays her workers a good salary but notices they are not satisfied with their jobs. Lucy reads about Herzberg's two factor theory of job satisfaction and thinks her workers will be more satisfied if she provides them with 'motivators'.

(a) Suggest **two** ways that Lucy could provide her workers with 'motivators'. [4]

(b) Explain **one** weakness of Herzberg's two factor theory of job satisfaction. [2]

16 **(a)** Describe the study by Cuadrado et al. (2008) on leadership style and gender. [6]

(b) Evaluate the study by Cuadrado et al., including a discussion about self-reports.

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

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