Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

PSYCHOLOGY **9990/31**

Paper 3 Specialist Options: Theory **October/November 2018**

1 hour 30 minutes

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

There is a choice of four specialist options in this question paper. In each of your **two** chosen specialist options, answer **all** questions.

At the end of the examination, fasten all your work securely together.
The number of marks is given in brackets [ ] at the end of each question or part question.

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Psychology and abnormality

Answer **all** questions.

1 **(a)** Explain what is meant by a 'button phobia'. [2]

(b) Describe cognitive-behavioural therapy (CBT) as a treatment for a button phobia. [4]

(c) Explain **one** strength and **one** weakness of cognitive-behavioural therapy (CBT) as a treatment for anxiety disorders. [6]

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

(b) Evaluate explanations of depression, including a discussion of nature versus nurture. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Explain what is meant by a 'model of communication' with reference to advertising. [2]

(b) Describe McCarthy's '4 Ps marketing mix' model of advertising. [4]

(c) Explain **one** similarity and **one** difference between McCarthy's 4 Ps marketing mix model of advertising and Lauterborn's 4 Cs marketing mix model of advertising. [6]

4 **(a)** Describe what psychologists have discovered about sound and consumer behaviour. [8]

(b) Evaluate what psychologists have discovered about sound and consumer behaviour, including a discussion on ecological validity. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Explain what is meant by 'stimulation therapy/TENS' in the management and treatment of pain. [2]

(b) Describe **one** way of measuring pain. [4]

(c) Discuss the validity of the measure of pain that you described in part **(b)**. [6]

6 **(a)** Describe what psychologists have discovered about the misuse of health services. [8]

(b) Evaluate what psychologists have discovered about the misuse of health services, including a discussion about generalisability. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Explain what is meant by 'groupthink'. [2]

(b) Describe strategies to avoid groupthink. [4]

(c) Discuss the applications of these strategies to everyday life in organisations. [6]

8 **(a)** Describe what psychologists have discovered about health and safety in the working environment. [8]

(b) Evaluate what psychologists have discovered about health and safety in the working environment, including a discussion about qualitative and quantitative data. [10]

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