Cambridge International AS & A Level

Cambridge Assessment International Education
Cambridge International Advanced Subsidiary and Advanced Level

PSYCHOLOGY **9990/31**

Paper 3 Specialist Options: Theory **October/November 2019**

1 hour 30 minutes

No Additional Materials are required.

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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.

This document consists of **3** printed pages, **1** blank page and **1** Insert.

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[Turn over

Psychology and abnormality

Answer **all** questions.

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

(b) Describe the genetic explanation of schizophrenia, as outlined by Gottesman and Shields (1972). [4]

(c) Explain **one** similarity and **one** difference between cognitive and genetic explanations of schizophrenia. [6]

2 **(a)** Describe the treatment and management of depression. [8]

(b) Evaluate the treatment and management of depression, including a discussion of ethics. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Explain what is meant by the term 'choice heuristics' in consumer decision-making. [2]

(b) Outline **two** aims of the study by Wansink et al. (1998) on consumer decision-making. [4]

(c) Explain the validity of the study by Wansink et al. (1998). [6]

4 **(a)** Describe what psychologists have discovered about communication and advertising models. [8]

(b) Evaluate what psychologists have discovered about communication and advertising models, including a discussion about applications to everyday life. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Explain what is meant by 'self-reports' as a subjective measure of non-adherence to medical advice. [2]

(b) From the health belief model by Becker and Rosenstock (1974):

(i) State **two** beliefs of this model. [2]

(ii) Explain how **one** of these beliefs applies to non-adherence to medical advice. [2]

(c) Explain **one** strength and **one** weakness of the health belief model, as applied to non-adherence to medical advice. [6]

6 **(a)** Describe what psychologists have discovered about patient and practitioner diagnosis and style. [8]

(b) Evaluate what psychologists have discovered about patient and practitioner diagnosis and style, including a discussion about validity. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Explain what is meant by 'open plan offices'. [2]

(b) Describe the findings of the study by Cowpe (1989) of a safety promotion campaign to avoid chip pan fires. [4]

(c) Explain **one** strength and **one** weakness of the study by Cowpe (1989) of a safety promotion campaign to avoid chip pan fires. [6]

8 **(a)** Describe what psychologists have discovered about cognitive theories about motivation to work. [8]

(b) Evaluate what psychologists have discovered about cognitive theories about motivation to work, including a discussion about determinism. [10]

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