Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/31**

Paper 3 Specialist Options: Theory **October/November 2020**

1 hour 30 minutes

3715832178

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **four** questions in total:
  Answer questions from **two** options.
  For each chosen option, answer **all** questions.
- 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 **4** pages. Blank pages are indicated.

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Psychology and abnormality

Answer **all** questions.

1 **(a)** Outline **one** biochemical treatment for impulse control disorders and non-substance addictive disorder. [2]

(b) Describe the feeling-state theory (Miller, 2010) as a cognitive cause of impulse control disorders and non-substance addictive disorder. [4]

(c) Explain **one** similarity and **one** difference between cognitive explanations and behavioural explanations of impulse control disorders/non-substance addictive disorder. [6]

2 **(a)** Describe explanations of schizophrenia and delusional disorder. [8]

(b) Evaluate explanations of schizophrenia and delusional disorder, including a discussion of the individual versus situational debate. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Explain what is meant by a 'competitor-focused' sales technique. [2]

(b) Describe **two** findings from the study by Kardes et al. (2007) on the disrupt-then-reframe technique to sell a product. [4]

(c) Discuss **two** advantages of field experiments, using examples from the study by Kardes et al. [6]

4 **(a)** Describe what psychologists have discovered about intuitive thinking and its imperfections in consumer decision-making (thinking fast and thinking slow, choice blindness, advertising and false memory). [8]

(b) Evaluate what psychologists have discovered about intuitive thinking and its imperfections in consumer decision-making (thinking fast and thinking slow, choice blindness, advertising and false memory), including a discussion of reliability. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Explain what is meant by 'unrealistic optimism' (Weinstein, 1980) in relation to individual factors in changing health beliefs. [2]

(b) Describe the procedure used in the study by Janis and Feshbach (1953) on fear arousal. [4]

(c) Discuss **two** ethical issues in relation to the study by Janis and Feshbach. [6]

6 **(a)** Describe what psychologists have learned about types of non-adherence and reasons why patients do not adhere to medical advice. [8]

(b) Evaluate what psychologists have learned about types of non-adherence and reasons why patients do not adhere to medical advice, including a discussion of generalisability. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Identify **two** 'followership' types (Kelley, 1988). [2]

(b) Describe the Leadership Practices Inventory (LPI) devised by Kouzes and Posner (1987). [4]

(c) Explain **one** strength and **one** weakness of the Leadership Practices Inventory. [6]

8 **(a)** Describe what psychologists have discovered about temporal conditions of work environments. [8]

(b) Evaluate what psychologists have discovered about temporal conditions of work environments, including a discussion of demand characteristics. [10]

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