Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/42**

Paper 4 Specialist Options: Application **October/November 2020**

1 hour 30 minutes

7713882582

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.
    - Section A: answer **two** questions.
    - Section B: answer **one** question.
    - Section C: answer **one** question.
- 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. Blank pages are indicated.

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Section A

You must answer **two** questions from this section.
Answer all the parts for the two questions you choose.

Psychology and abnormality

1 Miller (2010) proposed impulse control therapy which he developed from his feeling-state theory of impulse control disorders. This therapy uses what Miller calls the impulse control disorder protocol (ICDP), a procedure which uses a modified form of eye movement desensitisation and reprocessing (EMDR).

(a) Explain what is meant by eye movement desensitisation and reprocessing (EMDR). [2]

(b) Outline the procedure used in impulse control therapy, including reference to EMDR. [4]

(c) **(i)** Suggest **one** similarity between impulse control therapy and imaginal desensitisation. [2]

(ii) Suggest **one** difference between impulse control therapy and imaginal desensitisation. [2]

(d) Discuss the strengths and weaknesses of using self-report data from people with addictions. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

2 The success of the disrupt-then-reframe (DTR) technique (Kardes et al., 2007)

Experiment 1 shows that the DTR technique increases retail sales in a supermarket setting.
Experiment 2 shows that the DTR technique increases the willingness to pay to join a student interest group.
Experiment 3 shows that the DTR technique increases student support for a tuition fee increase.

(a) Explain what is meant by the 'disrupt-then-reframe' technique. [2]

(b) **(i)** Explain how an independent measures design was used in Experiment 1. [2]

(ii) Suggest why this experimental design was used, rather than **one** other experimental design. [2]

(c) Suggest **two** advantages of conducting field experiments, using examples from this study. [4]

(d) Discuss the ethics of using the disrupt-then-reframe technique to sell a product. You should consider both sides of the argument and include a conclusion. [5]

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Psychology and health

3 Fox et al. (1987) used token economy with miners

The yearly costs, adjusted for hours worked and inflation, resulting from accidents and injuries at the Navajo mine

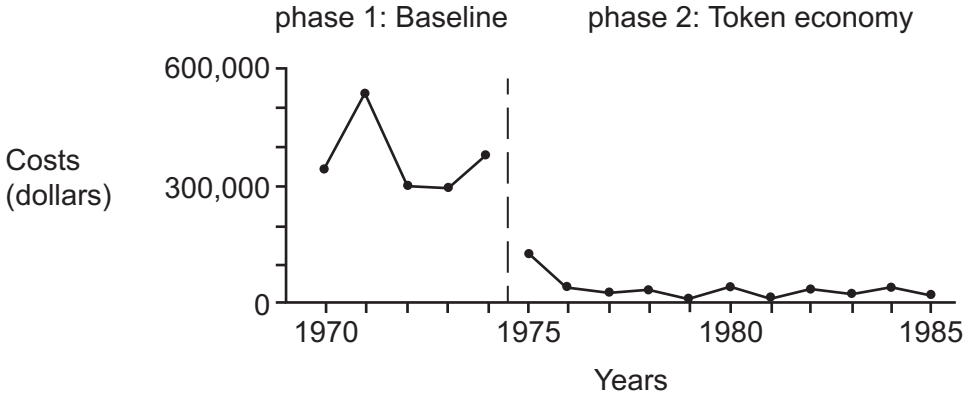


Fig. 3.1

(a) Give **two** conclusions from Fig. 3.1. [2]

(b) Outline **two** measures of safety behaviour used to gather data in the study by Fox et al. (1987). [4]

(c) Explain **two** reasons why the decrease in costs between phase 1 and phase 2 may **not** be due to the token economy. [4]

(d) Discuss whether the findings of this study can be generalised. You should consider both sides of the argument and include a conclusion. [5]

Psychology and organisations

4 Fiedler (1967) proposed a contingency theory.

Leader member relations:	good or poor
Task structure:	high or low
Position power:	strong or weak

(a) Explain what is meant by a 'contingency theory' of leadership. [2]

(b) **(i)** Explain how Fiedler used the Least-Preferred Co-worker (LPC) questionnaire. [2]

(ii) Suggest **one** disadvantage of using this questionnaire with workers. [2]

(c) Explain how **one** alternative theory of leadership considers individual differences between workers. [4]

(d) Discuss the usefulness of theories of leadership to the management of an organisation. You should consider both sides of the argument and include a conclusion. [5]

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Section B

You must answer **one** question from this section.

Psychology and abnormality

5 **(a)** Design a study using an observation to investigate the characteristics of addiction in people with kleptomania. [10]

(b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and consumer behaviour

6 **(a)** Design a study to investigate the effect of musical style on spending in different types of restaurant. [10]

(b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and health

7 **(a)** Design a study using an interview to investigate the causes of stress at work in nurses. [10]

(b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and organisations

8 **(a)** Design a study to investigate which type of 'need for achievement' is **most** likely to motivate workers. [10]

(b) Explain the psychological and methodological evidence on which your study is based. [8]

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Section C

You must answer **one** question from this section.

Psychology and abnormality

9 *'Medical techniques, such as drugs, can treat all patients with depression effectively.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and consumer behaviour

10 *'Determinism: Retail ambience may affect shoppers' emotional states, but does not determine their reason to shop.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and health

11 *'Physiological measures of stress are much more useful than psychological measures.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and organisations

12 *'Situational leadership is irrelevant if the individual leader is a universalist 'great man or woman'.*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

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