Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/31**

Paper 3 Specialist Options: Theory **October/November 2021**

1 hour 30 minutes

5024602522

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. Any blank pages are indicated.

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Psychology and abnormality

Answer **all** questions.

1 **(a)** Outline **one** cognitive explanation of schizophrenia and delusional disorder. [2]

(b) Describe the procedure in the study by Sensky et al. (2000) of cognitive-behavioural therapy (CBT) for schizophrenia. [4]

(c) Explain **one** similarity and **one** difference between CBT and biochemical treatments for schizophrenia/delusional disorder. [6]

2 **(a)** Describe characteristics and measures of bipolar and related disorders. [8]

(b) Evaluate characteristics and measures of bipolar and related disorders, including a discussion of validity. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** One stage in the consumer decision model when buying a product is 'recognition of need'.

Identify **two** other stages from this model. [2]

(b) Describe **two** ways to close a sale. [4]

(c) For **one** of the ways you described in **(b)**:

Explain **one** advantage and **one** disadvantage of this way to close a sale. [6]

4 **(a)** Describe what psychologists have discovered about lighting, colour and smell in the physical environment. [8]

(b) Evaluate what psychologists have discovered about lighting, colour and smell in the physical environment, including a discussion about control of variables. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Outline the Yale model of communication in relation to health promotion. [2]

(b) Describe the study by Lau et al. (1990) on health change in adolescents. [4]

(c) Explain **one** strength and **one** weakness of the study by Lau et al. [6]

6 **(a)** Describe what psychologists have discovered about measuring pain. [8]

(b) Evaluate what psychologists have discovered about measuring pain, including a discussion of psychometrics. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Kouzes and Posner (1987) produced the Leadership Practices Inventory (LPI) which measures five practices of exemplary leadership.

Identify **two** of these practices. [2]

(b) Describe the styles of leader behaviour proposed by Muczyk and Reimann (1987). [4]

(c) Explain **one** similarity and **one** difference between styles of leader behaviour (Muczyk and Reimann, 1987) and situational leadership (Hersey and Blanchard, 1988). [6]

8 **(a)** Describe what psychologists have discovered about group development and roles in organisations. [8]

(b) Evaluate what psychologists have discovered about group development and roles in organisations, including a discussion of practical applications. [10]

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