Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/32**

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

1 hour 30 minutes

6119993325

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 the behavioural explanation of phobias. [2]

(b) Describe the Generalised Anxiety Disorder assessment (GAD-7). [4]

(c) Explain **one** strength and **one** weakness of the GAD-7. [6]

2 **(a)** Describe characteristics and assessment of schizophrenia spectrum and psychotic disorders. [8]

(b) Evaluate characteristics and assessment of schizophrenia spectrum and psychotic disorders, including a discussion of validity. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Outline the AIDA model of advertising. [2]

(b) Describe the study by Kohli et al. (2007) on effective slogans. [4]

(c) Explain **two** strengths of the study by Kohli et al. [6]

4 **(a)** Describe what psychologists have discovered about packaging, positioning and placement of the product (gift-wrapping, product colour and associative learning, attention and shelf position). [8]

(b) Evaluate what psychologists have discovered about packaging, positioning and placement of the product (gift-wrapping, product colour and associative learning, attention and shelf position), including a discussion of self-reports. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Outline **one** symptom of Munchausen syndrome. [2]

(b) Describe the findings of the study by McKinstry and Wang (1991) of non-verbal communications in the patient–practitioner relationship. [4]

(c) Explain **two** weaknesses of the study by McKinstry and Wang. [6]

6 **(a)** Describe what psychologists have discovered about improving adherence to medical advice. [8]

(b) Evaluate what psychologists have discovered about improving adherence to medical advice, including a discussion of experiments. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Outline the two factor theory of job satisfaction (Herzberg, 1959). [2]

(b) Describe the job descriptive index (JDI) developed by Smith et al. (1969). [4]

(c) Explain **one** similarity and **one** difference between the JDI and the quality of working life (QWL) questionnaire (Walton, 1974). [6]

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

(b) Evaluate what psychologists have discovered about group conflict in organisations, including a discussion of individual and situational explanations. [10]

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