Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/43**

Paper 4 Specialist Options: Application **October/November 2021**

1 hour 30 minutes

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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. Any 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 A woman was treated by Glover (2011) for kleptomania. She had a 14-year history of daily compulsive shoplifting and was treated with covert sensitisation. At a 19-month follow-up she was free of stealing behaviour apart from one lapse, and there were corresponding improvements in her self-esteem and socialisation.

(a) Explain what is meant by 'covert sensitisation'. [2]

(b) Outline how the aversive stimulus was used in the study by Glover (2011) to treat the woman's kleptomania. [4]

(c) Give **two** differences between covert sensitisation and imaginal desensitisation. [4]

(d) Discuss the advantages and disadvantages of using covert sensitisation to treat impulse control disorders. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

2 Machleit et al. (2000) found that perceived crowding in shops, created by manipulating either human (social) density or spatial density, changed levels of pleasure and satisfaction.

(a) Explain what is meant by 'perceived crowding'. [2]

(b) **(i)** Explain the difference between 'human density' and 'spatial density'. [2]

(ii) Outline the questionnaire that Machleit et al. (2000) used to measure perceived crowding. [2]

(c) Suggest how **one** model of the 'effects of ambience' explains how perceived crowding can make the ambience of a shop less pleasant. [4]

(d) Discuss the strengths and weaknesses of using questionnaires to investigate the effect of crowding when shopping in a retail store. You should include a conclusion in your answer. [5]

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Psychology and health

3 The consequences of irregular treatment and poor inhalation technique for children with asthma are linked to more hospitalisations and increased morbidity. The 'Funhaler'™ is a novel spacer device for asthma, devised by Watt et al. (2003) which aims to improve adherence.

(a) Describe how the Funhaler™ differs from other spacer devices. [2]

(b) Suggest why the Funhaler™ is a 'behavioural technique' to improve adherence. [4]

(c) Suggest **two** reasons why children may **not** adhere and therefore fail to take prescribed medication. [4]

(d) Discuss the advantages and disadvantages of conducting studies on non-adherence in children. You should include a conclusion in your answer. [5]

Psychology and organisations

4 Fig. 4.1 is an example of a question about the quality of working life from the QWL questionnaire (Walton, 1974).

How satisfied are you with the work influence on your family life/routine?

Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied
1	2	3	4	5

Fig. 4.1

(a) Explain what is meant by 'quality of working life'. [2]

(b) Outline **two** of the eight 'key components' used to assess quality of working life. [4]

(c) **(i)** Suggest how the reliability of the QWL questionnaire could be assessed. [2]

(ii) Suggest how the validity of the QWL questionnaire could be assessed. [2]

(d) Discuss the advantages and disadvantages of using a five-point scale to measure quality of working life. You should include a conclusion in your answer. [5]

Section B

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

Psychology and abnormality

5 **(a)** Design a study to investigate the long-term effectiveness of applied tension. [10]

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

Psychology and consumer behaviour

6 Product placement can be used in different ways, in media such as films.

(a) Design a study to investigate which of three chocolate products placed in a film in different ways will be noticed **most** by participants. [10]

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

Psychology and health

7 The health belief model provides many reasons to explain why people do not adhere to medical requests.

(a) Design a study to investigate which reasons for non-adherence are **most** common in people from different age groups. [10]

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

Psychology and organisations

8 When goal-setting, some organisations set workers targets and some organisations do not.

(a) Design a study to investigate the extent to which setting targets motivates 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 *'Even though little Hans was just one child, the psychoanalytic explanation of phobias can be generalised to everyone.'*

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 *'There is no need to gather qualitative data when conducting studies on menu item position.'*

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 *'Young people have unrealistic optimism therefore do **not** think it is necessary to prevent stress.'*

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 *'Workers do **not** have the need to achieve; they just need to work hard to earn money.'*

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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