Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/42**

Paper 4 Specialist Options: Application **October/November 2022**

1 hour 30 minutes

8565330451

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.

© UCLES 2022

Section A

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

Psychology and abnormality

1 The Blood Injection Phobia Inventory (BIPI) is a questionnaire with items about phobic situations. The participants rate their cognitive, behavioural and physiological responses to these phobic situations on four-point scales. Fig. 1.1 shows one of these items.

Item 5. When I hear a conversation about blood.

Type of response	Response statement	four-point scale			
		never	sometimes	almost always	always
Cognitive	I think I'm going to faint.	0	1	2	3
Behavioural	I escape from the situation immediately.	0	1	2	3
Physiological	Response X	0	1	2	3

Fig. 1.1

(a) Suggest **one** physiological response statement that could be used for Response X in Fig. 1.1. [2]

(b) Suggest **two** strengths of using a four-point scale to measure anxiety in people with blood injection phobia. [4]

(c) **(i)** Suggest **one** way in which anxiety in people with blood injection phobia could be measured, other than using a rating scale. [2]

(ii) Suggest **one** weakness with the measure you suggested in **(c)(i)**. [2]

(d) Discuss the strengths and weaknesses of using quantitative data to assess blood injection phobia. You should include a conclusion in your answer. [5]

© UCLES 2022

Psychology and consumer behaviour

2 Results of Experiment 1 by Woods et al. on the effect of background noise on food perception are shown in Fig. 2.1:



Fig. 2.1

(a) Identify the conditions (levels) of the independent variable from the data in Fig. 2.1. [2]

(b) Give **two** findings from the data in Fig. 2.1. [4]

(c) **(i)** Explain the experimental design that was used by Woods et al. in Experiment 1. [2]

(ii) Suggest **one** problem if an alternative experimental design had been used. [2]

(d) Discuss the strengths and weaknesses of using laboratory experiments to investigate the effect of background noise on consumer behaviour. You should include a conclusion in your answer. [5]

Psychology and health

3 Psychologists have developed their understanding of pain and how to manage it. Three different techniques to manage pain are:

- 'alternative techniques'
- 'psychological techniques'
- 'medical techniques'.

There is a debate about which technique is most effective in managing pain.

(a) Explain what is meant by the term 'pain'. [2]

(b) Outline **two** 'alternative techniques' that can be used to manage pain. [4]

(c) **(i)** Outline how **one** 'psychological technique' can be used to manage pain. [2]

(ii) Give **one** difference between 'psychological techniques' and 'alternative techniques' to manage pain. [2]

(d) Discuss the strengths and weaknesses of using 'medical techniques' to manage pain. You should include a conclusion in your answer. [5]

© UCLES 2022

Psychology and organisations

4 The success of a leader could be due to how well followers can follow them. Kelley (1988) described the different qualities and types of followers and within this description he included a diagram. Fig. 4.1 is based on this diagram.

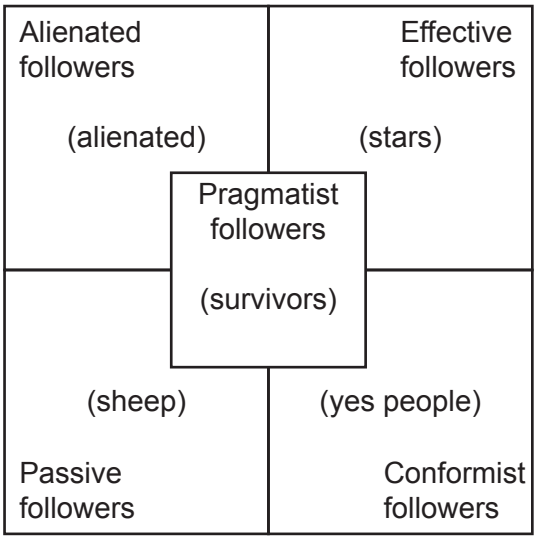


Fig. 4.1

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

(b) Explain **two** qualities of effective followers from Kelley (1988). [4]

(c) Give **two** differences between alienated followers (alienated) and conformist followers (yes people). [4]

(d) Discuss whether Kelley's types of followers can be applied to all organisations. You should consider both sides of the argument and include a conclusion. [5]

Section B

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

Psychology and abnormality

5 **(a)** Design a study to investigate the effectiveness of a biomedical treatment (SSRIs) for obsessive-compulsive disorder (OCD). [10]

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

Psychology and consumer behaviour

6 When looking at a drinks menu in a restaurant, some people would choose the first item listed and some people would choose the last item listed.

(a) Design a study using a questionnaire to investigate whether drinks menu item choice is influenced by primacy or recency. [10]

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

Psychology and health

7 **(a)** Design a case study to investigate whether providing information is an effective way to promote good dental health. [10]

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

Psychology and organisations

8 Tuckman outlined different stages of group development.

(a) Design a study using observation to identify whether a group in an organisation is 'forming' or 'norming'. [10]

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

© UCLES 2022

Section C

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

Psychology and abnormality

9 *'The cognitive explanation of phobias is better than all other explanations.'*

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 *'Shopper movement patterns are of no use to understanding shopper behaviour.'*

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 *'The strength of the Yale model of communication is its holism rather than its reductionism.'*

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 *'Having both LPI-Self and LPI-Observer questionnaires in the Leadership Practices Inventory (LPI) is of no practical value.'*

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

© UCLES 2022

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.

© UCLES 2022