Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/31**

Paper 3 Specialist Options: Theory **October/November 2023**

1 hour 30 minutes

4727721068

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.

© UCLES 2023

Psychology and abnormality

Answer **all** questions.

1 **(a)** Outline **two** common compulsions of body dysmorphic disorder (BDD). [2]

(b) Describe the psychodynamic explanation for obsessive-compulsive disorder (OCD). [4]

(c) Explain **one** similarity and **one** difference between the psychodynamic explanation for OCD and genetic explanations for OCD. [6]

2 **(a)** Describe the treatment and management of impulse control disorders and non-substance addictive disorder. [8]

(b) Evaluate the treatment and management of impulse control disorders and non-substance addictive disorder, including a discussion of nature versus nurture. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Outline 'behaviour constraint' in consumer theories of personal space. [2]

(b) Describe Study 2 (the field experiment) by Dayan and Bar-Hillel (2011) about primacy, recency and menu item position. [4]

(c) Explain **two** strengths of the study by Dayan and Bar-Hillel. [6]

4 **(a)** Describe what psychologists have discovered about consumer decision-making (models, strategies, marketing theories). [8]

(b) Evaluate what psychologists have discovered about consumer decision-making (models, strategies, marketing theories), including a discussion of generalisations. [10]

© UCLES 2023

Psychology and health

Answer **all** questions.

5 **(a)** Identify **two** recording devices that give physiological measures of stress. [2]

(b) Describe the study about psychological measures of stress by Friedman and Rosenman (1974). [4]

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

6 **(a)** Describe what psychologists have discovered about strategies for promoting health (fear arousal, Yale model of communication, providing information). [8]

(b) Evaluate what psychologists have discovered about strategies for promoting health (fear arousal, Yale model of communication, providing information), including a discussion of quantitative and qualitative data. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Identify **two** qualities of good followers (Kelley, 1988). [2]

(b) Describe situational leadership (Hersey and Blanchard, 1988). [4]

(c) Explain **one** strength and **one** weakness of situational leadership. [6]

8 **(a)** Describe what psychologists have discovered about cognitive theories of motivation to work (goal-setting theory, VIE theory, equity theory). [8]

(b) Evaluate what psychologists have discovered about cognitive theories of motivation to work (goal-setting theory, VIE theory, equity theory), including a discussion of individual and situational explanations. [10]

© UCLES 2023

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 2023