Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/32**

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

1 hour 30 minutes

9672490467

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)** Explain what is meant by 'mania'. [2]

(b) Describe the study on depression and attributional style by Seligman et al. (1988). [4]

(c) Explain the effectiveness of the controls used in the study by Seligman et al. [6]

2 **(a)** Describe explanations of schizophrenia and delusional disorder. [8]

(b) Evaluate explanations of schizophrenia and delusional disorder, including a discussion of nature versus nurture. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Outline 'involvement' as a marketing theory (Richarme, 2005). [2]

(b) Outline **two** of the findings from the study by Hall et al. (2010) on choice blindness. [4]

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

4 **(a)** Describe communication and advertising models (changing attitudes and models of communication, AIDA model, hierarchy of effects model). [8]

(b) Evaluate communication and advertising models (changing attitudes and models of communication, AIDA model, hierarchy of effects model), including a discussion of reductionism versus holism. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Outline **one** behavioural technique used to improve adherence to medical advice. [2]

(b) Describe the study on repeat prescriptions by Sherman et al. (2000). [4]

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

6 **(a)** Describe what psychologists have discovered about types and theories of pain. [8]

(b) Evaluate what psychologists have discovered about types and theories of pain, including a discussion of practical applications. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Identify **two** ways that workers compare themselves to other workers, according to equity theory (Adams, 1963). [2]

(b) Describe the need theory of achievement motivation (McClelland, 1965). [4]

(c) Explain **two** differences between achievement motivation (McClelland, 1965) and hierarchy of needs (Maslow, 1970). [6]

8 **(a)** Describe what psychologists have discovered about physical and psychological work conditions (the Hawthorne studies, bullying at work, open plan offices). [8]

(b) Evaluate what psychologists have discovered about physical and psychological work conditions (the Hawthorne studies, bullying at work, open plan offices), including a discussion of experiments. [10]

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