Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/43**

Paper 4 Specialist Options: Application **October/November 2023**

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 One explanation of bipolar disorder is that it is genetic. The study by Oruc et al. (1997) selected 42 patients with bipolar disorder. Sixteen of these patients had a first-degree relative with a history of bipolar disorder. All patients had a clinical interview and their DNA was analysed.

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

(b) Outline **two** findings from the study by Oruc et al. [4]

(c) Outline **one** explanation for depression, other than a biological explanation. [4]

(d) Discuss the strengths and weaknesses of using clinical interviews to gather data about the genetic explanation of depression. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

2 To investigate the topic of retail store architecture, Turley and Milliman (2000) reviewed sixty studies of atmospheric effects on shoppers. They referred to five 'atmospheric variables', including layout and design variables, and point-of-purchase and decoration variables.

(a) Explain what is meant by a 'review of studies' as conducted by Turley and Milliman. [2]

(b) **(i)** Suggest **one** 'point-of-purchase' variable. [2]

(ii) Explain how the variable you suggested in **(b)(i)** relates to **one** model of the effects of ambience. [2]

(c) Suggest **two** ways in which the effect of atmospheric variables on shoppers could be measured. [4]

(d) Discuss the strengths and weaknesses of using field experiments to investigate the effect of atmospheric variables on shoppers. You should include a conclusion in your answer. [5]

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Psychology and health

3 Many people experience chronic pain. Some people use medical techniques (biochemical) such as drugs, psychological techniques, or alternative techniques to manage (and/or control) their pain. Medical techniques can also be used to control acute pain.

(a) Explain what is meant by chronic pain, using an example. [2]

(b) Outline **two** ways in which medical techniques can be used to control acute pain. [4]

(c) Suggest **two** differences between acupuncture and stimulation therapy/TENS used to manage pain. [4]

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

Psychology and organisations

4 Groupthink is what happens when group cohesion causes a group, such as a management team, to make a decision without any critical evaluation. Janis (1971) identifies eight 'symptoms' (features) of groupthink.

(a) Give **one** real-life example of groupthink. [2]

(b) Explain **two** 'symptoms' of groupthink as identified by Janis. [4]

(c) Suggest **two** strategies that can be used to avoid groupthink. [4]

(d) Discuss the strengths and weaknesses of using observations to assess groupthink in a management team. You should include a conclusion in your answer. [5]

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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 systematic desensitisation in the treatment of anxiety disorders. [10]

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

Psychology and consumer behaviour

6 McCarthy's marketing mix model includes four concepts related to advertising: product, price, place, promotion (The 4 Ps).

(a) Design a study using a questionnaire to investigate which of these four concepts has **most** effect on consumer behaviour. [10]

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

Psychology and health

7 **(a)** Design a study to investigate age differences in stages of delay, as proposed by Safer, before seeking medical treatment. [10]

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

Psychology and organisations

8 **(a)** Design an experiment to investigate levels of concentration in workers in different types of office design. [10]

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

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Section C

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

Psychology and abnormality

9 *'Psychometric measures used to assess anxiety disorders, such as the Generalised Anxiety Disorder assessment (GAD-7), provide therapists with no useful information.'*

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 *'If playing one type of music at one open air market stall increases the amount of money spent, this finding can be generalised to all open air market stalls.'*

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 *'Practitioner style (doctor or patient-centred) is irrelevant. What is important is the way in which a practitioner is dressed.'*

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 *'All accidents at work are caused by errors in operator-machine systems (system errors); **not** by other factors, such as human error.'*

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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