Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/31**

Paper 3 Specialist Options: Approaches, Issues and Debates **October/November 2024**

1 hour 30 minutes

5932204496

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **eight** questions in total:
  - Answer questions from **two** options.
  - Answer **all** questions from the options you have studied.
- 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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Answer questions from **two** options.
Answer **all** questions from the options you have studied.

Section A: Clinical Psychology

Answer **all** questions.

1 Jude has a phobia of some foods. This affects his everyday life because he is anxious when other people are eating these foods near him.

Suggest how systematic desensitisation could treat Jude's phobia. [4]

2 **(a)** Outline the reductionism side of the reductionism versus holism debate. [2]

(b) Explain how the biochemical explanation of schizophrenia is reductionist. [2]

3 Aisha finds she has trouble relaxing. She visits her doctor, who suggests using the Generalised Anxiety Disorder assessment (GAD-7).

(a) Suggest **two** reasons why the doctor wants to use the GAD-7 with Aisha. [4]

(b) Explain **one** weakness of the GAD-7. [2]

4 **(a)** Describe the study by Lovell et al. (2006) on treatment of obsessive-compulsive disorder (OCD) using telephone administered cognitive-behavioural therapy (CBT). [6]

(b) Evaluate the study by Lovell et al., including a discussion of reliability.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

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Section B: Consumer Psychology

Answer **all** questions.

5 An online grocery retailer currently uses a grid layout in its virtual store.

Suggest **two** effects on customers if the store changes to a freeform layout in its virtual store. [4]

6 **(a)** Outline **one** example of how psychologists can use children in psychological research when investigating the topic of brand awareness and recognition. [2]

(b) Explain **one** strength of using children in psychological research when investigating the topic of brand awareness and recognition. [2]

7 Priya is the new manager of a restaurant. She believes that the introduction of background music at the restaurant will improve the atmosphere.

(a) Suggest **two** features of the background music that Priya should choose to improve the atmosphere in her restaurant. [4]

(b) Explain **one** problem of introducing background music in her restaurant. [2]

8 **(a)** Describe what psychologists have discovered about consumer behaviour and personal space:
- personal space at restaurant tables (including Hall's four zones), and
- overload, arousal and behaviour constraint. [6]

(b) Evaluate what psychologists have discovered about consumer behaviour and personal space:
- personal space at restaurant tables (including Hall's four zones), and
- overload, arousal and behaviour constraint,

including a discussion of cultural differences.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

Section C: Health Psychology

Answer **all** questions.

9 A teacher sees one class of 11-year-olds eating too much unhealthy food. She wants to promote healthy eating.

Suggest how the teacher could decrease the amount of unhealthy food eaten by the children in this class. [4]

10 **(a)** Outline what is meant by free-will, including an example from positive psychology. [2]

(b) Explain **one** reason why positive psychology can be considered to be deterministic. [2]

11 Nadim has been feeling stressed at work but feels relaxed at home. His practitioner is concerned about the effect of this stress on Nadim.

(a) Suggest how his practitioner could compare Nadim's stress at home and at work, using **two** different biological measures. [4]

(b) For **one** of the measures of stress you suggested in part **(a)**:
Explain **one** weakness of this measure of stress. [2]

12 **(a)** Describe explanations of why patients do not adhere to medical advice (rational non-adherence and Health Belief Model). [6]

(b) Evaluate explanations of why patients do not adhere to medical advice (rational non-adherence and Health Belief Model), including a discussion of applications to everyday life.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

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Section D: Organisational Psychology

Answer **all** questions.

13 Koffi is the manager of an important project. The project is demanding and the team members have never worked together. Koffi knows about Forsyth's cognitive limitations and errors.

Suggest **two** cognitive limitations/errors that could cause problems for the team members. [4]

14 **(a)** Outline what is meant by social loafing at work. [2]

(b) Explain **one** practical application that could reduce social loafing at work. [2]

15 In a cake factory there are different jobs:
- Factory workers put the finished cakes into boxes.
- Factory supervisors check that the factory workers put the cakes into boxes correctly.
- The factory manager of the whole factory is in charge of the factory supervisors.

(a) For each of the jobs below, identify **one** of Kelley's five followership styles that would help them to be effective in their work. Include a reason for each answer. You must **not** choose the same followership style for both jobs.

(i) A factory worker. [2]

(ii) A factory supervisor. [2]

(b) Explain **one** weakness of Kelley's followership styles. [2]

16 **(a)** Describe what psychologists have discovered about measuring job satisfaction:
- the job descriptive index (JDI), and
- Walton's quality of working life (QWL). [6]

(b) Evaluate what psychologists have discovered about measuring job satisfaction:
- the job descriptive index (JDI), and
- Walton's quality of working life (QWL),

including a discussion of psychometrics.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

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