Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/32**

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

1 hour 30 minutes

2985248802

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 Manjit has been diagnosed with schizophrenia. Her psychiatrist thinks all mental disorders have a biological cause.

Suggest how the psychiatrist could help Manjit to understand a biological cause of schizophrenia. [4]

2 **(a)** Outline the idiographic versus nomothetic debate. [2]

(b) Explain **one** strength of using an idiographic approach to diagnosing schizophrenia. [2]

3 Leo's parents are worried about his recent behaviour. His mother thinks that he may have obsessive-compulsive disorder (OCD). Leo's father says 'I do not agree. Leo has not been washing his hands all the time.'

(a) Suggest **two** reasons why Leo's mother may think he has OCD. [4]

(b) Explain **one** reason why an interview with Leo may **not** help to diagnose him with OCD. [2]

4 **(a)** Describe the psychological explanations of impulse control disorders:
- behavioural: positive reinforcement, and
- cognitive: Miller's feeling-state theory. [6]

(b) Evaluate the psychological explanations of impulse control disorders:
- behavioural: positive reinforcement, and
- cognitive: Miller's feeling-state theory,

including a discussion about nature versus nurture.

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 A mobile phone manufacturer wants to advertise a new phone. Advertisers propose creating an advertisement that is similar in design to advertisements for competitors' similar phones. This may interfere with consumers' memory.

Suggest how consumers' memory for details of the new phone may be affected by this proposed advertisement. [4]

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

(b) Explain **one** reason why a competitor-focused sales technique can be considered reductionist. [2]

7 Mariyah's car has broken down and she needs to buy a new car.

(a) Describe **two** stages Mariyah would go through in buying a new car, using the Engel Kollat Blackwell model of buyer decision-making. [4]

(b) Explain **one** strength of the Engel Kollat Blackwell model of buyer decision-making. [2]

8 **(a)** Describe what psychologists have discovered about retail atmospherics:
- model of effects of ambience: Mehrabian and Russell's pleasure-arousal-dominance (PAD) model, and
- the effects of odour on shopper pleasure-arousal-dominance. [6]

(b) Evaluate what psychologists have discovered about retail atmospherics:
- model of effects of ambience: Mehrabian and Russell's pleasure-arousal-dominance (PAD) model, and
- the effects of odour on shopper pleasure-arousal-dominance,

including a discussion of quantitative and qualitative data.

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

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Section C: Health Psychology

Answer **all** questions.

9 Camilla's father is told by his doctor that he needs to take pills every day. Camilla does not know if her father is adhering to his doctor's advice.

Suggest **two** ways in which Camilla could check whether her father has been taking his pills every day. [4]

10 **(a)** There are two practitioner styles: doctor-centred (directed) and patient-centred (sharing). Outline **one** of these practitioner styles in relation to an individual explanation. [2]

(b) Outline **one** weakness of an individual explanation, using an example from practitioner styles. [2]

11 Hanif visits his doctor and reports that he has pains in his chest. When his doctor examines him, she notices that Hanif has a number of abdominal scars from previous surgery. The doctor cannot find anything physically wrong with Hanif and she thinks that Hanif may have Munchausen syndrome.

(a) Suggest why the doctor may think that Hanif has Munchausen syndrome. [4]

(b) Explain **one** weakness of the diagnostic features of Munchausen syndrome. [2]

12 **(a)** Describe psychological measures of stress:
- a test of Friedman and Rosenman's Type A personality, and
- Holmes and Rahe's life events questionnaire. [6]

(b) Evaluate psychological measures of stress:
- a test of Friedman and Rosenman's Type A personality, and
- Holmes and Rahe's life events questionnaire,

including a discussion about questionnaires.

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 Ulrich manages an office where there is some conflict between the workers. Ulrich has read that a more stereotypically feminine leadership style may help him to manage his workers better.

Suggest how Ulrich could change his leadership style to one that is more stereotypically feminine. [4]

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

(b) Explain why intrinsic motivators at work can differ between cultures. [2]

15 Tayyibah is the manager of a small factory making fabric. Tayyibah has noticed that her workers do not seem to be motivated, although they receive good wages. She thinks that using Maslow's hierarchy of needs could help.

(a) Suggest **two** ways in which Tayyibah could use Maslow's hierarchy of needs to motivate her workers. [4]

(b) Explain **one** weakness of Maslow's hierarchy of needs. [2]

16 **(a)** Describe what psychologists have discovered about group development and decision-making:
- stages of group development, and
- Belbin's nine team roles. [6]

(b) Evaluate what psychologists have discovered about group development and decision-making:
- stages of group development, and
- Belbin's nine team roles,

including a discussion about application to everyday life.

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

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