

Cambridge International AS & A Level

PSYCHOLOGY 9990/31

Paper 3 Specialist Options: Theory

May/June 2020

1 hour 30 minutes

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

Answer four questions in total:

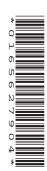
Answer questions from two options.

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 [].



Psychology and abnormality

Answer all questions.

1 (a) Explain how SSRIs treat obsessive-compulsive disorder (OCD). [2] **(b)** Lehmkuhl et al. (2008) treated a boy called Jason who had OCD. Describe how exposure and response prevention treatment was used to reduce Jason's symptoms. [4] (c) Discuss the validity of the study by Lehmkuhl et al. [6] 2 [8] (a) Describe explanations of depression. **(b)** Evaluate explanations of depression, including a discussion of practical applications. [10] Psychology and consumer behaviour Answer **all** questions. 3 (a) Explain the purpose of background music played in consumer environments. [2] **(b)** Describe the study by North et al. (2003) on music in restaurants. [4] **(c)** Explain **one** strength and **one** weakness of the study by North et al. [6] 4 (a) Describe what psychologists have learned about consumer decision-making (models, strategies, marketing theories). [8] (b) Evaluate what psychologists have learned about consumer decision-making (models, strategies, marketing theories), including a discussion about reductionism. [10]

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Psychology and health

Answer all questions.

5	(a)	Explain what is meant by a 'psychological measure' of stress.	[2]
	(b)	Describe one physiological measure of stress.	[4]
	(c)	Explain one strength and one weakness of the physiological measure described in (b) .	[6]
6	(a)	Describe what psychologists have discovered about improving adherence to medical adv	/ice. [8]
	(b)	Evaluate what psychologists have discovered about improving adherence to medical advincluding a discussion about ethics.	/ice, [10]
Psychology and organisations			
Answer all questions.			
7	(a)	Explain what is meant by 'extrinsic motivation' in relation to work.	[2]
	(b)	Describe how employees can be motivated by two monetary reward systems.	[4]
	(c)	For one of the monetary reward systems you referred to in (b) :	
		Explain one strength and one weakness of this reward system for an organisation.	[6]
8	(a)	Describe theories of job satisfaction.	[8]
	(b)	Evaluate theories of job satisfaction, including a discussion about determinism.	[10]

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