

Psychology and abnormality

Answer **all** questions.

- 1 (a) Explain what is meant by 'bipolar' disorder. [2]
- (b) Describe cognitive restructuring (Beck, 1979) as a treatment for depression. [4]
- (c) Explain **one** strength and **one** weakness of cognitive restructuring as a treatment for depression. [6]
- 2 (a) Describe the causes of impulse control disorders and non-substance addictive disorder. [8]
- (b) Evaluate the causes of impulse control disorders and non-substance addictive disorder, including a discussion about nature versus nurture. [10]

Psychology and consumer behaviour

Answer **all** questions.

- 3 (a) Explain what is meant by the 'cognition-emotion model' of the effects of ambience. [2]
- (b) Describe the study by Chebat and Michon (2003) on the effects of odour on shopper arousal and emotion. [4]
- (c) Explain **two** strengths of the study by Chebat and Michon. [6]
- 4 (a) Describe what psychologists have discovered about menu design psychology. [8]
- (b) Evaluate what psychologists have discovered about menu design psychology, including a discussion about ecological validity. [10]

Psychology and health

Answer **all** questions.

- 5 (a) Outline how **one** biochemical technique reduces stress. [2]
- (b) Describe the study by Chandola et al. (2008) on work as a cause of stress. [4]
- (c) Discuss the generalisability of the study by Chandola et al. [6]
- 6 (a) Describe what psychologists have discovered about strategies for promoting health. [8]
- (b) Evaluate what psychologists have discovered about strategies for promoting health, including a discussion of the longitudinal research method. [10]

Psychology and organisations

Answer **all** questions.

- 7 (a) Explain what is meant by 'empowerment' as a motivator at work. [2]
- (b) Describe how ERG theory (Alderfer, 1972) explains motivation at work. [4]
- (c) Explain **one** strength and **one** weakness of ERG theory. [6]
- 8 (a) Describe what psychologists have discovered about physical and psychological work conditions in organisations. [8]
- (b) Evaluate what psychologists have discovered about physical and psychological work conditions in organisations, including a discussion about validity. [10]

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