



# Cambridge International AS & A Level

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**PSYCHOLOGY****9990/31**

Paper 3 Specialist Options: Theory

**May/June 2023****1 hour 30 minutes**

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

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**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 [ ].

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This document has **4** pages. Any blank pages are indicated.

**Psychology and abnormality**

Answer **all** questions.

- 1 (a) Explain what is meant by 'pyromania'. [2]
- (b) Describe the study by Glover (2011) that used covert sensitisation as a treatment for kleptomania. [4]
- (c) Explain **one** strength and **one** weakness of the study by Glover. [6]
- 2 (a) Describe explanations of depression. [8]
- (b) Evaluate explanations of depression, including a discussion about reductionism versus holism. [10]

**Psychology and consumer behaviour**

Answer **all** questions.

- 3 (a) Identify **two** shopper movement patterns from the study by Gil et al. (2009). [2]
- (b) Dayan and Bar-Hillel (2011) conducted a laboratory study and a field study on primacy, recency and menu item position.
- Outline any **two** results from these studies by Dayan and Bar-Hillel. [4]
- (c) Discuss the validity of these studies by Dayan and Bar-Hillel. [6]
- 4 (a) Describe what psychologists have discovered about retail/leisure environment design (retail store architecture, leisure environments, store interior layout). [8]
- (b) Evaluate what psychologists have discovered about retail/leisure environment design (retail store architecture, leisure environments, store interior layout), including a discussion about generalisability. [10]

## 3

**Psychology and health**

Answer **all** questions.

- 5 (a) Practitioners may make type I or type II errors in diagnosis.  
Outline **one** of these types of error, including an example in your answer. [2]
- (b) Describe the procedure of the study by Robinson and West (1992) on disclosure of information to a practitioner. [4]
- (c) Explain **two** weaknesses of the study by Robinson and West. [6]
- 6 (a) Describe what psychologists have discovered about the management of stress. [8]
- (b) Evaluate what psychologists have discovered about the management of stress, including a discussion of experiments. [10]

**Psychology and organisations**

Answer **all** questions.

- 7 (a) Outline how a token economy can be used to reduce accidents at work. [2]
- (b) Describe the study by Oldham and Brass (1979) on open plan offices. [4]
- (c) Explain **one** strength and **one** weakness of the study by Oldham and Brass. [6]
- 8 (a) Describe what psychologists have discovered about measuring job satisfaction. [8]
- (b) Evaluate what psychologists have discovered about measuring job satisfaction, including a discussion about psychometrics. [10]

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