



# Cambridge International AS & A Level

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**PSYCHOLOGY****9990/32**

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) For **one** specific phobia:  
Identify **two** characteristics of this phobia. [2]
- (b) Describe the psychoanalytic explanation of phobias (Freud, 1909). [4]
- (c) Explain **one** strength and **one** weakness of the psychoanalytic explanation of phobias. [6]
- 2 (a) Describe the treatment and management of obsessive-compulsive and related disorders. [8]
- (b) Evaluate the treatment and management of obsessive-compulsive and related disorders, including a discussion about reductionism versus holism. [10]

**Psychology and consumer behaviour**

Answer **all** questions.

- 3 (a) Vrechopoulos (2004) investigated virtual interior layouts of grocery stores.  
Outline the 'grid' store layout. You may include a diagram in your answer. [2]
- (b) Describe the study by Guéguen et al. (2007) on music in open air markets. [4]
- (c) Explain **two** strengths of the study by Guéguen et al. [6]
- 4 (a) Describe what psychologists have discovered about 'buying the product' (theory of planned behaviour, black box model, consumer decision model). [8]
- (b) Evaluate what psychologists have discovered about 'buying the product' (theory of planned behaviour, black box model, consumer decision model), including a discussion about practical applications. [10]

### Psychology and health

Answer **all** questions.

- 5 (a) Explain what is meant by 'organic pain'. [2]
- (b) The Wong-Baker rating scale is a measure of children's pain.
- (i) Outline the Wong-Baker rating scale. You may include a diagram in your answer. [2]
- (ii) Explain how this scale is used to measure children's pain. [2]
- (c) One difference between the Wong-Baker scale and the McGill pain questionnaire is whether they are used with children or adults.
- Explain **two** other differences between these pain measures. [6]
- 6 (a) Describe what psychologists have discovered about health promotion in schools, worksites and communities. [8]
- (b) Evaluate what psychologists have discovered about health promotion in schools, worksites and communities, including a discussion of the longitudinal research method. [10]

### Psychology and organisations

Answer **all** questions.

- 7 (a) Group decision-making can lead to cognitive limitations and errors including sins of commission, sins of omission and sins of imprecision (Forsyth, 2006).
- Explain what is meant by 'sins of commission'. [2]
- (b) Describe Belbin's theory of team roles. [4]
- (c) Explain **one** strength and **one** weakness of Belbin's theory of team roles. [6]
- 8 (a) Describe what psychologists have discovered about traditional and modern theories of leadership (universalist and behavioural theories, adaptive leadership, three levels of leadership). [8]
- (b) Evaluate what psychologists have discovered about traditional and modern theories of leadership (universalist and behavioural theories, adaptive leadership, three levels of leadership), including a discussion about determinism versus free-will. [10]

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