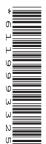


Cambridge International AS & A Level

PSYCHOLOGY 9990/32

Paper 3 Specialist Options: Theory October/November 2021

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) Outline the behavioural explanation of phobias. [2] **(b)** Describe the Generalised Anxiety Disorder assessment (GAD-7). [4] (c) Explain one strength and one weakness of the GAD-7. [6] 2 (a) Describe characteristics and assessment of schizophrenia spectrum and psychotic disorders. [8] (b) Evaluate characteristics and assessment of schizophrenia spectrum and psychotic disorders, including a discussion of validity. [10] Psychology and consumer behaviour Answer all questions. 3 (a) Outline the AIDA model of advertising. [2] **(b)** Describe the study by Kohli et al. (2007) on effective slogans. [4] (c) Explain two strengths of the study by Kohli et al. [6] 4 (a) Describe what psychologists have discovered about packaging, positioning and placement of the product (gift-wrapping, product colour and associative learning, attention and shelf position). [8] (b) Evaluate what psychologists have discovered about packaging, positioning and placement of the product (gift-wrapping, product colour and associative learning, attention and shelf position), including a discussion of self-reports. [10]

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[10]

Psychology and health

Answer **all** questions.

5 (a) Outline one symptom of Munchausen syndrome. [2] (b) Describe the findings of the study by McKinstry and Wang (1991) of non-verbal communications in the patient-practitioner relationship. [4] (c) Explain two weaknesses of the study by McKinstry and Wang. [6] (a) Describe what psychologists have discovered about improving adherence to medical advice. (b) Evaluate what psychologists have discovered about improving adherence to medical advice, including a discussion of experiments. [10] Psychology and organisations Answer all questions. 7 (a) Outline the two factor theory of job satisfaction (Herzberg, 1959). [2] **(b)** Describe the job descriptive index (JDI) developed by Smith et al. (1969). [4] (c) Explain one similarity and one difference between the JDI and the quality of working life (QWL) questionnaire (Walton, 1974). [6] 8 (a) Describe what psychologists have discovered about group conflict in organisations. [8] (b) Evaluate what psychologists have discovered about group conflict in organisations, including

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a discussion of individual and situational explanations.

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