



**Psychology and abnormality**

Answer **all** questions.

- 1 (a) Outline **one** cognitive explanation of schizophrenia and delusional disorder. [2]
- (b) Describe the procedure in the study by Sensky et al. (2000) of cognitive-behavioural therapy (CBT) for schizophrenia. [4]
- (c) Explain **one** similarity and **one** difference between CBT and biochemical treatments for schizophrenia/delusional disorder. [6]
- 2 (a) Describe characteristics and measures of bipolar and related disorders. [8]
- (b) Evaluate characteristics and measures of bipolar and related disorders, including a discussion of validity. [10]

**Psychology and consumer behaviour**

Answer **all** questions.

- 3 (a) One stage in the consumer decision model when buying a product is 'recognition of need'.  
Identify **two** other stages from this model. [2]
- (b) Describe **two** ways to close a sale. [4]
- (c) For **one** of the ways you described in (b):  
Explain **one** advantage and **one** disadvantage of this way to close a sale. [6]
- 4 (a) Describe what psychologists have discovered about lighting, colour and smell in the physical environment. [8]
- (b) Evaluate what psychologists have discovered about lighting, colour and smell in the physical environment, including a discussion about control of variables. [10]

### Psychology and health

Answer **all** questions.

- 5 (a) Outline the Yale model of communication in relation to health promotion. [2]
- (b) Describe the study by Lau et al. (1990) on health change in adolescents. [4]
- (c) Explain **one** strength and **one** weakness of the study by Lau et al. [6]
- 6 (a) Describe what psychologists have discovered about measuring pain. [8]
- (b) Evaluate what psychologists have discovered about measuring pain, including a discussion of psychometrics. [10]

### Psychology and organisations

Answer **all** questions.

- 7 (a) Kouzes and Posner (1987) produced the Leadership Practices Inventory (LPI) which measures five practices of exemplary leadership.
- Identify **two** of these practices. [2]
- (b) Describe the styles of leader behaviour proposed by Muczyk and Reimann (1987). [4]
- (c) Explain **one** similarity and **one** difference between styles of leader behaviour (Muczyk and Reimann, 1987) and situational leadership (Hersey and Blanchard, 1988). [6]
- 8 (a) Describe what psychologists have discovered about group development and roles in organisations. [8]
- (b) Evaluate what psychologists have discovered about group development and roles in organisations, including a discussion of practical applications. [10]

**BLANK PAGE**

---

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cambridgeinternational.org](http://www.cambridgeinternational.org) after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.