



# Cambridge International AS & A Level

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**PSYCHOLOGY****9990/43**

Paper 4 Specialist Options: Application

**May/June 2020****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.  
Section A: answer **two** questions.  
Section B: answer **one** question.  
Section C: answer **one** question.
- 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 **8** pages. Blank pages are indicated.

## Section A

You must answer **two** questions from this section.  
Answer all the parts for the two questions you choose.

### Psychology and abnormality

- 1 Newspaper headline: Treatment for schizophrenia is successful.  
Sensky et al. (2000) conducted a longitudinal study and found that cognitive-behavioural therapy was effective. It treated both negative and positive symptoms in patients that were resistant to drug treatments for schizophrenia.
- (a) Explain what is meant by the term 'baseline' when gathering data. [2]
- (b) Suggest **two** weaknesses of the longitudinal method in the study by Sensky et al. (2000). [4]
- (c) A randomised controlled design was used by Sensky et al.
- (i) Identify the **two** therapies that this design compared. [2]
- (ii) Suggest why a randomised controlled design was used. [2]
- (d) Discuss the strengths and weaknesses of cognitive-behavioural therapy as an alternative to drug treatments for schizophrenia. You should include a conclusion in your answer. [5]

### Psychology and consumer behaviour

- 2 *'There has been little attempt to understand the influence on children of branded products that appear in television programs and movies. A study exposed children of two different age groups (6–7 and 11–12) in classrooms to a brief film clip. They were then individually asked to demonstrate their witness skills by describing in as much detail as possible what they had seen.'*  
Extract from the abstract from Auty and Lewis (2004)
- (a) Explain what is meant by 'brand recognition'. [2]
- (b) Give the **two** conclusions from the study by Auty and Lewis (2004). [4]
- (c) (i) Give **two** examples of what Auty and Lewis did to ensure that the ethical guideline of informed consent was followed. [2]
- (ii) Suggest **one** way in which this study could be considered to be unethical. [2]
- (d) Discuss the advantages and disadvantages of using interviews to investigate brand recognition in children. You should include a conclusion in your answer. [5]

### Psychology and health

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The Wong-Baker faces pain rating scale for children.

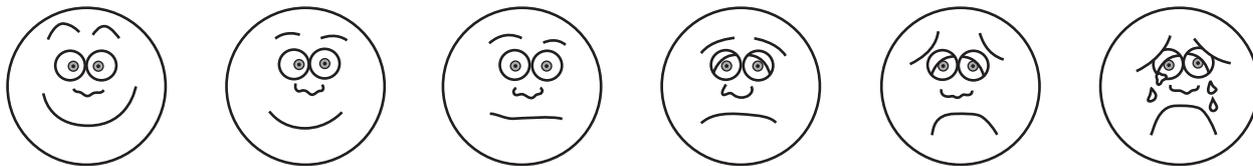


Fig. 3.1

- (a) Explain how the Wong-Baker scale is used to measure pain in children. [2]
- (b) (i) Explain how the test-retest reliability of this scale could be tested. [2]
- (ii) Suggest **one** reason why this scale might be less useful with older children than with younger children. [2]
- (c) Suggest **two** ways in which pain can be measured in children without using a pain rating scale. [4]
- (d) Discuss the advantages and disadvantages of having pain measures specifically for use with children. You should include a conclusion in your answer. [5]

### Psychology and organisations

- 4 Wedley and Field (1984) proposed that the decision-making process of any group can be improved using a pre-decision support system. Their model of the pre-decision process begins with the manager answering situational questions. Examples of these questions and how they could be answered appear in Table 4.1.

Table 4.1

Question number	Questions	Your answers
1	Is quality required?	Yes <del>No</del>
2	Have you sufficient information?	<del>Yes</del> No
3	Is the problem structured?	<del>Yes</del> No
4	Is acceptance important?	Yes <del>No</del>
5	Would your autocratic decision be accepted?	Yes <del>No</del>

- (a) Explain what is meant by the term 'pre-decision support system'. [2]
- (b) (i) Identify the type of questions used to gather the data in Table 4.1. [1]
- (ii) Identify the type of data gathered in Table 4.1. [1]
- (iii) Suggest **one** disadvantage of this type of data, using an example from Table 4.1. [2]
- (c) Suggest **two** ways in which any decision support system can improve managerial effectiveness. [4]
- (d) Discuss the advantages and disadvantages of gathering data from managers and workers about decision-making in their organisation. You should include a conclusion in your answer. [5]

**Section B**

You must answer **one** question from this section.

**Psychology and abnormality**

- 5 (a) Design a study to investigate which type of phobia the general public think is the **most** common. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

**Psychology and consumer behaviour**

- 6 (a) Design a study using a questionnaire to investigate whether people prefer a customer-focused approach or a product-focused approach when buying a new car. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

**Psychology and health**

- 7 (a) Design a study using an interview to investigate what the students in a school understand by the terms 'acute pain' and 'chronic pain'. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

**Psychology and organisations**

- 8 (a) Design a study using observations to investigate which followership type is the **most** common in an organisation producing toys. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

**Section C**

You must answer **one** question from this section.

**Psychology and abnormality**

- 9 *'Symptom assessment of schizophrenia using virtual reality will one day remove the need for a doctor.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

**Psychology and consumer behaviour**

- 10 *'The theory of planned behaviour: if you plan to buy and you intend to buy, you definitely will buy.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

**Psychology and health**

- 11 *'Health promotion strategies developed in one country, such as those in the five-city project (Farquhar et al., 1985), can never generalise to other countries.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

**Psychology and organisations**

- 12 *'Errors in group decision-making are always due to the cognitive limitations of an individual rather than to being part of a groupthink situation.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]



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