



Cambridge International AS & A Level

PSYCHOLOGY

9990/43

Paper 4 Specialist Options: Application and Research Methods

October/November 2024

1 hour 30 minutes



You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **five** questions in total:
Answer questions from **two** options.
Section A: answer **four** questions.
Section B: 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 [].

This document has **8** pages. Any blank pages are indicated.

Section A

Answer questions from **two** options in this section.

Clinical Psychology

Answer **all** questions if you have studied this option.

1 From the key study by Oruč et al. (1997) on mood (affective) disorders:

- (a) (i) Outline what is meant by a clinical interview. [2]
- (ii) Outline **one** reason why the participants were interviewed. [2]
- (b) The interviews were reviewed by a second psychiatrist.
Suggest **one** effect there could have been on the results if the interviews had **not** been reviewed by a second psychiatrist. [2]
- (c) Explain **one** strength and **one** weakness of a clinical interview as used in this study. [4]

2 (a) Explain what is meant by the term 'pyromania'. [2]

(b) Suggest **one** way in which pyromania could be measured, other than by self-report. [2]

(c) Explain **two** strengths of using self-report to measure pyromania. [4]

Consumer Psychology

Answer **all** questions if you have studied this option.

3 From the key study by Hall et al. (2010) on choice blindness for food items:

- (a) (i) Outline the sample of participants used in this study. [2]
- (ii) Outline the sampling technique that was used to recruit the participants. [2]
- (b) Suggest **one** sampling technique that could have been used to recruit participants for this study, other than the technique used by Hall et al. [2]
- (c) Explain **one** strength and **one** weakness of the sampling technique you suggested in part (b). [4]

4 (a) Explain what is meant by a 'customer-focused' sales technique. [2]

(b) Suggest **one** effect a customer-focused sales technique could have on the buyer–seller relationship when buying a new car. [2]

(c) Explain **one** strength and **one** weakness of a 'competitor-focused' sales technique. [4]

Health Psychology

Answer **all** questions if you have studied this option.

5 From the key study by Savage and Armstrong (1990) on the effect of practitioner style on patient satisfaction:

(a) (i) Outline how participants were recruited for the study. [2]

(ii) Outline how participants were randomly allocated to the conditions of the study. [2]

(b) Suggest **one** problem if participants had **not** been randomly allocated to the conditions of the study. [2]

(c) Explain **two** strengths of the use of random allocation in this study. [4]

6 (a) Outline the psychological treatment of 'attention diversion' to manage and control pain. [2]

(b) Suggest **one** alternative treatment that could be used for managing and controlling shoulder pain, other than a biological or psychological treatment. [2]

(c) Explain **one** strength and **one** weakness of using attention diversion to manage pain. [4]

Organisational Psychology

Answer **all** questions if you have studied this option.

7 From the key study by Swat (1997) on monitoring accidents and risk events:

(a) (i) Explain what is meant by the term 'accident frequency' as used in this study. [2]

(ii) State which **two** industrial plants had the highest accident frequency (rate). [2]

(b) Suggest **one** way in which accidents in industrial plants can be reduced. [2]

(c) Explain **one** strength and **one** weakness of measuring accident frequency. [4]

8 (a) Outline what Maslow meant by 'physiological needs' and 'social needs'. [2]

(b) Suggest **one** way in which achievement of social needs could be measured, other than by interview. [2]

(c) Explain **one** strength and **one** weakness of using a telephone interview to gather data on need theories of motivation. [4]

Section B

Answer **one** question from this section.

Clinical Psychology

9 (a) Plan an experiment to investigate which anti-depressant drug is more effective for treating depression.

Your plan must include details about:

- experimental design
- type of experiment.

[10]

(b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your experiment. [4]

(c) (i) Explain **one** reason for your choice of experimental design. [2]

(ii) Explain **one** weakness of your choice of experimental design. [2]

(iii) Explain **one** reason for your choice of type of experiment. [2]

Consumer Psychology

10 (a) Plan a study using a questionnaire with closed questions to investigate the effectiveness of multiple unit pricing on purchases from a supermarket.

Your plan must include details about:

- the questionnaire technique
- descriptive statistics.

[10]

(b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your study. [4]

(c) (i) Explain **one** reason for your choice of questionnaire technique. [2]

(ii) Explain **one** weakness of using closed questions in your study. [2]

(iii) Explain **one** reason for your choice of descriptive statistics. [2]

Health Psychology

11 (a) Plan a study using a face-to-face interview to investigate patients' preference for the clothing their doctors wear.

Your plan must include details about:

- question scoring/interpretation
- interview format.

[10]

(b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your study. [4]

(c) (i) Explain **one** reason for your choice of question scoring/interpretation. [2]

(ii) Explain **one** weakness of using a face-to-face interview in your study. [2]

(iii) Explain **one** reason for your choice of interview format. [2]

Organisational Psychology

12 (a) Plan an experiment to investigate the effect of **one** physical work condition, other than temperature, on the productivity of workers.

Your plan must include details about:

- dependent variable
- ethical guidelines.

[10]

(b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your experiment. [4]

(c) (i) Explain **one** reason for your choice of dependent variable. [2]

(ii) Explain **one** weakness with your choice of type of experiment. [2]

(iii) Explain **one** reason for your choice of an ethical guideline that you followed. [2]

BLANK PAGE

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 after the live examination series.

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