

Cambridge  
International  
AS & A Level

**Cambridge International Examinations**  
Cambridge International Advanced Subsidiary and Advanced Level

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**PSYCHOLOGY**

**9990/04**

Paper 4 Specialist Options: Application

**For Examination from 2018**

SPECIMEN PAPER

**1 hour 30 minutes**

No Additional Materials are required.

**READ THESE INSTRUCTIONS FIRST**

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

There is a choice of four specialist options in this question paper. You must answer questions from **two** specialist options.

Answer **two** questions in Section A.

Answer **one** question in Section B.

Answer **one** question in Section C.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **5** printed pages, **1** blank page and **1** Insert.



## Section A

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

## Psychology and abnormality

- 1 A study (Ost, 1991) identified the causes of blood and injection phobias. The following table shows the percentages of participants in each category.

Cause of phobia	Blood phobia	Injection phobia
Conditioning	49.4%	57.1%
Vicarious experiences	25.9%	21.4%
Instruction/information	7.4%	5.4%
No recall	17.3%	16.1%

- (a) Give **one** conclusion that can be drawn from this table. [2]
- (b) Give **two** advantages of the treatment of applied tension for blood phobia. [4]
- (c) Fear of blood and injections are common phobias.  
Describe how a different phobia can be explained through conditioning. [4]
- (d) Discuss the evidence suggesting that phobias are learned. You should consider both sides of the argument and include a conclusion. [5]

## Psychology and consumer behaviour

- 2 In relation to the participants in their experiment, Braun-LaTour et al. write:

*Sixty-six undergraduates (32 female, 34 male) at a large Northwestern University participated in this experiment for course credit. The average age was 21. Participants were randomly assigned to one of two conditions.*

- (a) Outline what Braun-LaTour et al. mean by 'participants were randomly assigned'. [2]
- (b) Identify **one** strength and **one** weakness of the sample in this study. Give reasons for your answer. [4]
- (c) Describe **two** alternative ways in which a sample for this study could have been gathered. [4]
- (d) Discuss the advantages and disadvantages of using students in psychology experiments. You should include a conclusion in your answer. [5]

### Psychology and health

#### 3 **Newspaper headline: patients over-estimate drug treatment for an ulcer.**

*A study was conducted by Dr Roth in which patients had been prescribed medication for treatment of an ulcer. 89% of patients claimed that they took the pills prescribed, while Dr Roth found that only 47% had actually taken them. Dr Roth suggested that although pill counting is more accurate than patients' estimates, a physiological test is the only accurate measure of patient adherence.*

- (a) Outline **one** physiological measure of patient adherence. [2]
- (b) Give **two** weaknesses of subjective self-reports to measure adherence. [4]
- (c) Suggest **two** reasons why physiological tests of adherence are valid. [4]
- (d) Discuss the strengths and weaknesses of using pill counts to measure patient adherence. You should consider a conclusion in your answer. [5]

### Psychology and organisations

#### 4 Mowday et al. devised the Organisational Commitment Questionnaire (OCQ). One question is:

*'I would accept almost any type of job assignment in order to keep working for this organisation.'*

Answers are scored on a 7-point scale:

strongly disagree  
moderately disagree  
slightly disagree  
neither disagree nor agree  
slightly agree  
moderately agree  
strongly agree

- (a) Give **one** weakness with the wording of the OCQ question in the study. [2]
- (b) Give **two** strengths of psychometric tests using the OCQ as an example. [4]
- (c) Suggest how an alternative method to a questionnaire could be used to gather qualitative data. [4]
- (d) An alternative scale has 6 points, without 'neither disagree nor agree'.

Discuss the advantages and disadvantages of including this point on a scale. You should include a conclusion in your answer. [5]

## 4

**Section B**

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

**Psychology and abnormality**

- 5 (a) Design a study to investigate whether obsessive-compulsive disorder (OCD) is more effectively treated by psychological or biomedical techniques. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

**Psychology and consumer behaviour**

- 6 (a) Design an experiment to investigate whether different types of music influence consumer behaviour in a shop. [10]
- (b) Explain the psychological and methodological evidence on which your experiment is based. [8]

**Psychology and health**

- 7 (a) Design an experiment to test whether sending a reminder improves attendance at a medical appointment. [10]
- (b) Explain the psychological and methodological evidence on which your experiment is based. [8]

**Psychology and organisations**

- 8 (a) Design a study to investigate worker preference for job rotation or job enrichment. [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 *'Conducting a case study is the best way to find out about obsessive, compulsive and related disorders.'*

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 *'Studies of retail/leisure design environments have not helped psychologists understand buyer behaviour.'*

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 *'Arousing fear is the most effective way to promote health.'*

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 *'A high level of pay is the only motivator any worker needs.'*

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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*Copyright Acknowledgements:*

- Question 1           © Lars-Göran Öst; 'Acquisition of blood and injection phobia and anxiety response patterns in clinical patients'; in *Behaviour Research and Therapy*.
- Question 2           © Kathryn A Braun-LaTour et al; 'How and When Advertising Can Influence Memory for Consumer Experience'; in *Journal of Advertising* vol.33 issue 4; December 1 2004.
- Question 4           © Richard T Mowday et al; 'The measurement of organizational commitment'; in *Journal of Vocational Behaviour*.

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