GradeMax

Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/31**

Paper 3 Specialist Options: Theory **May/June 2020**

1 hour 30 minutes

0165627904

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 [ ].

This document has **4** pages. Blank pages are indicated.

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Psychology and abnormality

Answer **all** questions.

1 **(a)** Explain how SSRIs treat obsessive-compulsive disorder (OCD). [2]

(b) Lehmkuhl et al. (2008) treated a boy called Jason who had OCD.

Describe how exposure and response prevention treatment was used to reduce Jason's symptoms. [4]

(c) Discuss the validity of the study by Lehmkuhl et al. [6]

2 **(a)** Describe explanations of depression. [8]

(b) Evaluate explanations of depression, including a discussion of practical applications. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Explain the purpose of background music played in consumer environments. [2]

(b) Describe the study by North et al. (2003) on music in restaurants. [4]

(c) Explain **one** strength and **one** weakness of the study by North et al. [6]

4 **(a)** Describe what psychologists have learned about consumer decision-making (models, strategies, marketing theories). [8]

(b) Evaluate what psychologists have learned about consumer decision-making (models, strategies, marketing theories), including a discussion about reductionism. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Explain what is meant by a 'psychological measure' of stress. [2]

(b) Describe **one** physiological measure of stress. [4]

(c) Explain **one** strength and **one** weakness of the physiological measure described in **(b)**. [6]

6 **(a)** Describe what psychologists have discovered about improving adherence to medical advice. [8]

(b) Evaluate what psychologists have discovered about improving adherence to medical advice, including a discussion about ethics. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Explain what is meant by 'extrinsic motivation' in relation to work. [2]

(b) Describe how employees can be motivated by **two** monetary reward systems. [4]

(c) For **one** of the monetary reward systems you referred to in **(b)**:

Explain **one** strength and **one** weakness of this reward system for an organisation. [6]

8 **(a)** Describe theories of job satisfaction. [8]

(b) Evaluate theories of job satisfaction, including a discussion about determinism. [10]

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