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Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/31**

Paper 3 Specialist Options: Theory **May/June 2021**

1 hour 30 minutes

9500986749

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. Any blank pages are indicated.

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Psychology and abnormality

Answer **all** questions.

1 **(a)** Explain what is meant by 'systematic desensitisation'. [2]

(b) Describe the cognitive explanation of phobias. [4]

(c) Explain **two** strengths of the cognitive explanation of phobias. [6]

2 **(a)** Describe the treatment and management of obsessive-compulsive and related disorders. [8]

(b) Evaluate the treatment and management of obsessive-compulsive and related disorders, including a discussion about determinism versus free-will. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Explain what is meant by 'effective slogans' in advertising. [2]

(b) Describe the study by Fischer et al. (1991) on brand recognition in advertising. [4]

(c) Discuss the use of children as participants in the study by Fischer et al. [6]

4 **(a)** Describe what psychologists have discovered about intuitive thinking and its imperfections in consumer decision-making (thinking fast and thinking slow, choice blindness, advertising and false memory). [8]

(b) Evaluate what psychologists have discovered about intuitive thinking and its imperfections in consumer decision-making (thinking fast and thinking slow, choice blindness, advertising and false memory), including a discussion of practical applications. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Explain what is meant by 'psychogenic pain'. [2]

(b) Describe cognitive redefinition as a technique for managing pain. [4]

(c) Explain **one** similarity and **one** difference between cognitive redefinition and biochemical techniques for managing pain. [6]

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

(b) Evaluate what psychologists have discovered about measuring non-adherence to medical advice, including a discussion about self-reports. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** McClelland proposed the theory of achievement motivation which included three types of needs.

Identify **two** of these needs, other than the need for achievement. [2]

(b) Describe how equity theory (Adams, 1963) explains motivation at work. [4]

(c) Explain **one** strength and **one** weakness of equity theory. [6]

8 **(a)** Describe what psychologists have discovered about leaders and followers in organisations (leader-member exchange model/individualised leadership model, followership, measuring leadership). [8]

(b) Evaluate what psychologists have discovered about leaders and followers in organisations (leader-member exchange model/individualised leadership model, followership, measuring leadership), including a discussion on reductionism versus holism. [10]

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