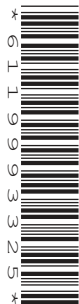




Cambridge International AS & A Level

PSYCHOLOGY**9990/32**

Paper 3 Specialist Options: Theory

October/November 2021**1 hour 30 minutes**

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.

2**Psychology and abnormality**

Answer **all** questions.

- 1** (a) Outline the behavioural explanation of phobias. [2]
- (b) Describe the Generalised Anxiety Disorder assessment (GAD-7). [4]
- (c) Explain **one** strength and **one** weakness of the GAD-7. [6]
- 2** (a) Describe characteristics and assessment of schizophrenia spectrum and psychotic disorders. [8]
- (b) Evaluate characteristics and assessment of schizophrenia spectrum and psychotic disorders, including a discussion of validity. [10]

Psychology and consumer behaviour

Answer **all** questions.

- 3** (a) Outline the AIDA model of advertising. [2]
- (b) Describe the study by Kohli et al. (2007) on effective slogans. [4]
- (c) Explain **two** strengths of the study by Kohli et al. [6]
- 4** (a) Describe what psychologists have discovered about packaging, positioning and placement of the product (gift-wrapping, product colour and associative learning, attention and shelf position). [8]
- (b) Evaluate what psychologists have discovered about packaging, positioning and placement of the product (gift-wrapping, product colour and associative learning, attention and shelf position), including a discussion of self-reports. [10]

3

Psychology and health

Answer **all** questions.

- 5 (a) Outline **one** symptom of Munchausen syndrome. [2]
- (b) Describe the findings of the study by McKinstry and Wang (1991) of non-verbal communications in the patient–practitioner relationship. [4]
- (c) Explain **two** weaknesses of the study by McKinstry and Wang. [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 of experiments. [10]

Psychology and organisations

Answer **all** questions.

- 7 (a) Outline the two factor theory of job satisfaction (Herzberg, 1959). [2]
- (b) Describe the job descriptive index (JDI) developed by Smith et al. (1969). [4]
- (c) Explain **one** similarity and **one** difference between the JDI and the quality of working life (QWL) questionnaire (Walton, 1974). [6]
- 8 (a) Describe what psychologists have discovered about group conflict in organisations. [8]
- (b) Evaluate what psychologists have discovered about group conflict in organisations, including a discussion of individual and situational explanations. [10]

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 the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.