GradeMax

Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/32**

Paper 3 Specialist Options: Approaches, Issues and Debates **May/June 2024**

1 hour 30 minutes

1331953024

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **eight** questions in total:
  - Answer questions from **two** options.
  - Answer **all** questions from the options you have studied.
- 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.

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Answer questions from **two** options.
Answer **all** questions from the options you have studied.

Section A: Clinical Psychology

Answer **all** questions.

1 Craig has a phobia of blood and injections. He watches someone having an injection on television, feels faint and now he is too frightened to turn on his television.

Suggest how applied tension could treat Craig's phobia so that he can watch television. [4]

2 **(a)** Outline what is meant by 'nurture', including an example from the behavioural explanation of fear-related disorders. [2]

(b) Explain **one** weakness of the behavioural explanation of fear-related disorders from the nurture side of the nature versus nurture debate. [2]

3 Dr Begum is a clinician who sees a patient, Joan. Joan describes how she spends her day feeling miserable and not knowing what to do with her time. She thinks it is her own fault because she cannot decide if she wants to go out, so she stays in. Joan wants to sleep but this is also difficult.

(a) Suggest how Dr Begum could use the Beck depression inventory (BDI) with Joan. [4]

(b) Explain **one** reason why the Beck depression inventory (BDI) is valid. [2]

4 **(a)** Describe electro-convulsive therapy (ECT) and cognitive-behavioural therapy (CBT) for the treatment and management of schizophrenia. [6]

(b) Evaluate ECT and CBT for the treatment and management of schizophrenia, including a discussion about the idiographic versus nomothetic approach.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

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Section B: Consumer Psychology

Answer **all** questions.

5 A pizza restaurant is redesigning its menu to encourage more purchases of mushroom pizza.

Suggest **two** menu design features that could help to sell more mushroom pizzas. [4]

6 **(a)** Outline what is meant by 'individual and situational explanations'. [2]

(b) Explain **one** reason why 'overload' in relation to personal space supports the situational side of the debate about individual and situational explanations. [2]

7 Customers at a supermarket frequently purchase one tin of tomatoes at a time. The manager of the supermarket wants to encourage customers to buy multiple tins of tomatoes.

(a) Suggest **one** way the manager could use her understanding of 'point of purchase decisions' to encourage customers to purchase multiple tins of tomatoes. [2]

(b) **(i)** For the suggestion you gave in part **(a)**:

Explain how this could change the customers' thinking so that they purchase multiple tins of tomatoes. [2]

(ii) For the suggestion you gave in part **(a)**:

Explain **one** problem with this suggestion. [2]

8 **(a)** Describe the study by North et al. (2003) on musical style and restaurant customers' spending. [6]

(b) Evaluate this study by North et al., including a discussion about ecological validity.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

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Section C: Health Psychology

Answer **all** questions.

9 Dr Munsi is concerned that some of her elderly patients with heart disease do not take their medication every day. Dr Munsi uses the Health Belief Model to design a leaflet to reduce non-adherence in her elderly patients.

Suggest what Dr Munsi could include in her leaflet to reduce non-adherence in the elderly patients, using the Health Belief Model. [4]

10 **(a)** Outline what is meant by 'application to everyday life', including a measure of non-adherence as an example. [2]

(b) Explain **one** problem with measuring non-adherence in everyday life. [2]

11 Zainab has two daughters who are 8 and 17 years old. Zainab wants to help her daughters to continue to experience good mental health. She reads a book on positive psychology about the pleasant life, the good life and the meaningful life.

(a) **(i)** Suggest **one** way Zainab could encourage her 8-year-old daughter to have a 'pleasant life'. [2]

(ii) Suggest **one** way Zainab could encourage her 17-year-old daughter to have a 'meaningful life'. [2]

(b) Explain **one** reason why using positive psychology might **not** lead to an improvement in mental health for Zainab's daughters. [2]

12 **(a)** Describe a study investigating reasons for delay in seeking treatment and a study on Munchausen syndrome. [6]

(b) Evaluate a study investigating reasons for delay in seeking treatment and a study on Munchausen syndrome, including a discussion about the case study method.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

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Section D: Organisational Psychology

Answer **all** questions.

13 Arjun is being bullied at work by his manager, Tia. When Arjun is interviewed about the bullying, he says it started when Tia was promoted to manager. Tia can become stressed at work and this increases the bullying. Arjun worries about the bullying all the time and thinks that Tia is encouraging his team to talk to others about him.

Suggest why Tia is bullying Arjun, using your knowledge of the causes of bullying at work. [4]

14 **(a)** Outline Herzberg's two factor theory of job satisfaction. [2]

(b) Explain why Herzberg's two factor theory of job satisfaction can be applied to different cultures. [2]

15 **(a)** Sally manages the production line of a toy factory. A recent survey of her employees has shown that they are not satisfied with their jobs.

Suggest **two** job design techniques that Sally could use with her employees to improve their job satisfaction. [4]

(b) For **one** of the job design techniques you suggested in part **(a)**:

Explain **one** weakness of this job design technique. [2]

16 **(a)** Describe what psychologists have discovered about:
- token economy used to reduce accidents at work, and
- monitoring accidents and risk events. [6]

(b) Evaluate what psychologists have discovered about:
- token economy used to reduce accidents at work, and
- monitoring accidents and risk events,

including a discussion about objective and subjective data.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

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