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CAMBRIDGE
International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/32**

Paper 3 Specialist Options: Approaches, Issues and Debates **February/March 2026**

1 hour 30 minutes

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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 Muhammad has been diagnosed with agoraphobia. He is afraid of having a panic attack if he goes shopping, so he avoids leaving the house. His doctor refers him for cognitive-behavioural therapy (CBT).

Suggest how cognitive-behavioural therapy (CBT) could treat Muhammad's agoraphobia. [4]

2 One debate in psychology is the nature versus nurture debate.

(a) Outline the nature versus nurture debate. [2]

(b) Explain **one** weakness of the nature side of this debate, including an example from the genetic explanation of fear-related disorders. [2]

3 Kiara thinks she may have obsessive-compulsive disorder (OCD). She makes an appointment with her doctor for a diagnosis.

(a) Explain how Kiara's doctor will decide whether Kiara has OCD. [4]

(b) Explain **one** reason why the diagnosis may **not** be correct. [2]

4 **(a)** Describe the following:

- the diagnostic criteria (ICD-11) of depressive disorder (unipolar) and bipolar disorders
- the Beck depression inventory. [6]

(b) Evaluate the following, including a discussion about quantitative and qualitative data:

- the diagnostic criteria (ICD-11) of depressive disorder (unipolar) and bipolar disorders
- the Beck depression inventory.

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 Samira is designing a map for a shopping mall.

(a) Suggest **two** features that Samira could include on the map to help customers with wayfinding in the shopping mall. [2]

(b) For **one** of the features suggested in **5(a)**, explain why this would improve customers' wayfinding in the shopping mall. [2]

6 **(a)** Outline what is meant by determinism, including an example from the effects of crowding on shopper pleasure-arousal-dominance. [2]

(b) Explain **one** problem psychologists have when they investigate whether shopper behaviour is determined by external factors or due to the free-will of the shopper. [2]

7 Robin is the owner of a restaurant and wants his customers to feel comfortable while dining. He uses a six-inch (15 cm) table spacing. His customers include couples on a date and business people. Robin speaks to his customers at the end of their meal to investigate the effect of the table spacing on their dining experience.

(a) **(i)** Suggest what response customers on a date will report about the effect of the table spacing on their dining experience. [2]

(ii) Suggest what response customers dining for business purposes will report about the effect of the table spacing on their dining experience. [2]

(b) Explain **one** problem psychologists may have when investigating personal space in customers. [2]

8 **(a)** Describe the following:

- the Engel Kollat Blackwell model of buyer decision-making
- a study that investigates post-purchase cognitive dissonance. [6]

(b) Evaluate the following, including a discussion about cultural differences:

- the Engel Kollat Blackwell model of buyer decision-making
- a study that investigates post-purchase cognitive dissonance.

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 Rajeesh is undergoing medical treatment that he finds stressful.

Suggest how relaxation and imagery could be used to reduce any stress that Rajeesh might experience during his medical treatment. [4]

10 **(a)** Outline the reductionism versus holism debate. [2]

(b) Explain **one** reason why measuring stress using a heart rate monitor could be reductionist. [2]

11 **(a)** Dr Smith and Dr Reynolds are having a conversation about non-verbal communication and practitioner clothing. Dr Smith says that the clothing that the practitioner wears during a consultation is important. Dr Reynolds disagrees, he says it does not matter what the practitioner wears during a consultation.

Using the findings of a study about practitioner clothing:

(i) Suggest why Dr Smith is correct. [2]

(ii) Suggest why Dr Reynolds is correct. [2]

(b) When researchers investigate non-verbal communication and practitioner clothing, they often collect quantitative data.

Explain **one** weakness of using quantitative data when researching non-verbal communication and practitioner clothing. [2]

12 **(a)** Describe the study by Shoshani and Steinmetz (2014) about using positive psychology in schools to improve mental health. [6]

(b) Evaluate the study by Shoshani and Steinmetz (2014), including a discussion about questionnaires.

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 Collette is the manager of a factory. She is going to implement one of Kouzes and Posner's five leadership practices. Collette plans to use 'model the way' to become a better manager to her employees at the factory.

Suggest **two** ways that Collette could use 'model the way' to become a better manager to her employees at the factory. [4]

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

(b) Explain **one** reason why Blau and Boal's absenteeism and organisational commitment model is an individual explanation. [2]

15 Sally attended a training course on how to become a better manager and learned about universalist and behavioural theories of leadership.

(a) **(i)** Suggest **one** reason why Sally may be able to become a better manager, using a behavioural theory of leadership. [2]

(ii) Suggest **one** reason why Sally may **not** be able to become a better manager, using a universalist theory of leadership. [2]

(b) Explain **one** weakness of a behavioural theory of leadership. [2]

16 **(a)** Describe the following:

- Latham and Locke's goal-setting theory
- Vroom's VIE (expectancy) theory. [6]

(b) Evaluate the following, including a discussion about the idiographic versus nomothetic approach:

- Latham and Locke's goal-setting theory
- Vroom's VIE (expectancy) theory.

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

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