GradeMax

CAMBRIDGE
International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/31**

Paper 3 Specialist Options: Approaches, Issues and Debates **May/June 2026**

1 hour 30 minutes

2950487018

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.

DC (WW) 361976/3
© Cambridge University Press & Assessment 2026

[Turn over

Answer questions from **two** options.

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

Section A: Clinical Psychology

Answer **all** questions.

1 Richard fell off his chair and cut himself. He could see himself bleeding. After this, he developed a phobia of blood. Richard's mother also has a phobia of blood. He recently made an appointment for a blood test but cancelled it due to his phobia.

Outline **two** explanations for Richard's blood phobia. [4]

2 The study by Grant et al. (2008) investigated the use of drugs to treat gambling disorder.

(a) Outline **one** way gambling disorder was treated in the study by Grant et al. (2008). [2]

(b) Explain **one** reason why the findings from the study by Grant et al. may **not** be applicable to everyday life. [2]

3 Jade works in an office and often feels anxious about work. She has stopped attending social events and constantly feels tired. Jade tells her doctor she thinks she has generalised anxiety disorder.

(a) Suggest how Jade's doctor would diagnose whether she has generalised anxiety disorder. [4]

(b) Jade's doctor diagnoses her with generalised anxiety disorder.

Explain **one** reason why the diagnosis given by Jade's doctor is valid. [2]

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

- a study about obsessive-compulsive disorder (OCD) that includes a description of obsessions and compulsions
- the Yale-Brown Obsessive-Compulsive Scale (Y-BOCS). [6]

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

- a study about obsessive-compulsive disorder (OCD) that includes a description of obsessions and compulsions
- the Yale-Brown Obsessive-Compulsive Scale (Y-BOCS).

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

© Cambridge University Press & Assessment 2026

GradeMax

Section B: Consumer Psychology

Answer **all** questions.

5 Joe sells mobile phones and wants to know how his customers decide which new mobile phone to buy.

(a) Suggest how a customer would choose a new mobile phone using utility theory. [2]

(b) Suggest how a customer would choose a new mobile phone using satisficing. [2]

6 **(a)** Outline what is meant by 'reductionism', including an example from the study by North et al. (2003) on musical style and restaurant customers' spending. [2]

(b) Explain **one** strength of reductionism, using an example from the study by North et al. (2003) on musical style and restaurant customers' spending. [2]

7 Jing manages a shoe shop and is working on its retail atmospherics to improve shopper pleasure-arousal-dominance.

(a) Suggest **two** ways that Jing could improve the store's retail atmospherics, other than by using music. You **must** refer to at least one study that investigates the effect of retail atmospherics in your response. [4]

(b) Outline **one** problem a psychologist may have when investigating the effect of retail atmospherics. [2]

8 **(a)** Describe the study by Becker et al. (2011) on food package design and taste perception. [6]

(b) Evaluate the study by Becker et al. (2011), including a discussion about objective and subjective data.

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

© Cambridge University Press & Assessment 2026

GradeMax

Section C: Health Psychology

Answer **all** questions.

9 Suggest how a doctor could use the gate control theory of pain to advise a patient on how to reduce their experience of pain. [4]

10 **(a)** Outline how a practitioner could use the clinical interview to measure pain. [2]

(b) Explain **one** reason why the clinical interview to measure pain uses the idiographic approach. [2]

11 Rabia is the manager of a grocery store and wants to improve the health and safety of her workers.

(a) Suggest how Rabia can improve the health and safety of her workers, using your knowledge of a study that investigates health promotion in worksites. [4]

(b) Explain **one** practical problem that Rabia could have when implementing your suggestion from **11(a)**. [2]

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

- a study about improving adherence to medical advice in children
- contracts and prompts as individual behavioural techniques to improve adherence to medical advice. [6]

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

- a study about improving adherence to medical advice in children
- contracts and prompts as individual behavioural techniques to improve adherence to medical advice.

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

© Cambridge University Press & Assessment 2026

GradeMax

Section D: Organisational Psychology

Answer **all** questions.

13 Hari is the manager of a sales team and wants to help his workers to meet their 'love and belonging (social)' needs from Maslow's hierarchy of needs.

Suggest **two** ways that Hari could help his workers in the sales team to meet their 'love and belonging (social)' needs at work. [4]

14 **(a)** Outline what is meant by groupthink in relation to faulty decision making. [2]

(b) Explain **one** reason why groupthink is a situational explanation of faulty decision making. [2]

15 **(a)** A manager wants a new marketing team to design an advertising campaign.

Using a 'stages of group development' model:

Suggest **two** stages that the marketing team will go through as they work together on the advertising campaign. [4]

(b) Explain **one** weakness of a 'stages of group development' model. [2]

16 **(a)** Describe the following about attitudes to work:

- workplace sabotage including methods and reasons for sabotage
- Blau and Boal's absenteeism and organisational commitment model. [6]

(b) Evaluate the following about attitudes to work, including a discussion about reductionism versus holism:

- workplace sabotage including methods and reasons for sabotage
- Blau and Boal's absenteeism and organisational commitment model.

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

© Cambridge University Press & Assessment 2026

GradeMax

BLANK PAGE

© Cambridge University Press & Assessment 2026

GradeMax

BLANK PAGE

© Cambridge University Press & Assessment 2026

GradeMax

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 (Cambridge University Press & Assessment) 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 our 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 International Education is the name of our awarding body and a part of Cambridge University Press & Assessment, which is a department of the University of Cambridge.

© Cambridge University Press & Assessment 2026