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CAMBRIDGE
International Education

# Cambridge International AS & A Level

**PSYCHOLOGY** **9990/32**

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

**1 hour 30 minutes**

*O106881645*

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** One explanation of depression is Beck's cognitive theory. Tara received a diagnosis of depressive disorder (unipolar) from her doctor after she described her feelings and beliefs about her life.

Using Beck's cognitive theory of depression:

Suggest what Tara could have described about her life to her doctor. [4]

**2** **(a)** Outline applied tension as a treatment for blood-injection-injury phobia. [2]

**(b)** Explain how applied tension as a treatment for blood-injection-injury phobia is reductionist. [2]

**3** Samuel has problems with his social life. He has stopped playing team sports as he thinks he is the cause of his team losing. When Samuel went to meet friends, no one said hello. He believes his friends do not like him anymore. Samuel goes to his doctor who diagnoses him with a mood (affective) disorder and offers him rational emotive behaviour therapy (REBT).

**(a)** Suggest how REBT will be used to help Samuel. [4]

**(b)** Explain **one** weakness of REBT. [2]

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

- the diagnostic criteria (ICD-11) of impulse control disorders for kleptomania and pyromania
- the Kleptomania Symptom Assessment Scale (K-SAS). [6]

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

- the diagnostic criteria (ICD-11) of impulse control disorders for kleptomania and pyromania
- the Kleptomania Symptom Assessment Scale (K-SAS).

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 mobile phone company has a product placement in a film. The company's logo is a blue square that can be seen on mobile phones many times in the film.

Suggest how product placement of the mobile phone might affect people who have watched the film if they shop for a mobile phone. [4]

**6** **(a)** Outline **one** guideline for creating an effective slogan. [2]

**(b)** Explain why the guideline you have outlined in **6(a)** may **not** apply to everyday life. [2]

**7** Customers in a grocery shop queue to pay. A security guard has noticed some customers intrude into the queue.

**(a)** Suggest **two** responses of queuing customers to intrusions into their queue. Use a study that investigated responses of people queuing in your answer. [4]

**(b)** Outline **one** problem a psychologist may have when investigating the responses of people queuing. [2]

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

- a study that investigates point of purchase decisions
- a study that investigates applying heuristics to decision-making styles. [6]

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

- a study that investigates point of purchase decisions
- a study that investigates applying heuristics to decision-making styles.

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** Ken is experiencing headaches every morning. His friends have suggested he go to his doctor, but Ken has delayed seeking treatment.

Suggest **two** reasons why Ken has delayed seeking treatment for his headaches. [4]

**10** **(a)** From the study by Savage and Armstrong (1990):

Outline how **one** practitioner style affected patient satisfaction. [2]

**(b)** Explain **one** reason why the effect of practitioner style on patient satisfaction is deterministic. [2]

**11** Fatima has been experiencing stress.

**(a)** Suggest how Fatima's stress could be treated using biofeedback. [4]

**(b)** Explain **one** weakness of using biofeedback to manage stress. [2]

**12** **(a)** Describe the study by Yokley and Glenwick (1984) on improving medical adherence using community interventions. [6]

**(b)** Evaluate the study by Yokley and Glenwick (1984), including a discussion about the use of children in research.

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** Walton's quality of working life questionnaire (QWL) is given to factory night shift workers.

Suggest why the factory night shift workers might have low scores on the QWL. [4]

**14** **(a)** Outline **one** of Muczyk and Reimann's 'four styles of leader behaviour'. [2]

**(b)** Explain **one** reason why Muczyk and Reimann's 'four styles of leader behaviour' is nomothetic. [2]

**15** Ron knows about Kelley's 'followership' and is setting up a bakery. Ron needs two workers:

- a baker who is constantly active, making bread
- a 'packer', who places the bread into boxes and must follow instructions without questioning them.

**(a)** Using Kelley's 'followership':

**(i)** Explain which followership style Ron needs in the baker. [2]

**(ii)** Explain which followership style Ron needs in the packer. Do **not** use the followership style you suggested in **15(a)(i)** in your answer. [2]

**(b)** Explain **one** strength of Kelley's 'followership'. [2]

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

- the impact of physical work conditions on productivity and the Hawthorne effect
- a study that investigates open plan offices. [6]

**(b)** Evaluate the following, including a discussion about longitudinal studies:

- the impact of physical work conditions on productivity and the Hawthorne effect
- a study that investigates open plan offices.

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

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