



# Cambridge International AS & A Level

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## PSYCHOLOGY

9990/32

Paper 3 Specialist Options: Theory

February/March 2020

1 hour 30 minutes



You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

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### 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 [ ].

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This document has **4** pages. Blank pages are indicated.

**Psychology and abnormality**

Answer **all** questions.

- 1 (a) Outline **one** cause of impulse control disorders or non-substance addictive disorder. [2]  
(b) Describe the study by Grant et al. (2008) on the biochemical treatment of addiction to gambling. [4]  
(c) Explain **two** weaknesses of the study by Grant et al. [6]
- 2 (a) Describe the characteristics, types and measures of anxiety disorders. [8]  
(b) Evaluate the characteristics, types and measures of anxiety disorders, including a discussion of case studies. [10]

**Psychology and consumer behaviour**

Answer **all** questions.

- 3 (a) Explain what is meant by the 'disrupt-then-reframe' sales technique investigated by Kardes et al. (2007). [2]  
(b) Describe how consumers would make purchase decisions according to the 'theory of planned behaviour' (Ajzen, 1991). [4]  
(c) Explain **two** practical applications of the theory of planned behaviour that would help a company to sell products. [6]
- 4 (a) Describe what psychologists have discovered about environmental influences on consumers (cognitive maps of retail locations, crowding in retail environments, shopper movement patterns). [8]  
(b) Evaluate what psychologists have discovered about environmental influences on consumers (cognitive maps of retail locations, crowding in retail environments, shopper movement patterns), including a discussion about reliability. [10]

**Psychology and health**

Answer **all** questions.

- 5 (a) Outline how Fox et al. (1987) used a token economy in worksites to promote health. [2]
- (b) Describe the procedure of the 'whole-school' Food Dude programme from the study by Tapper et al. (2003). [4]
- (c) Explain **one** strength and **one** weakness of the study by Tapper et al. [6]
- 6 (a) Describe what psychologists have discovered about misusing health services. [8]
- (b) Evaluate what psychologists have discovered about misusing health services, including a discussion about practical applications. [10]

**Psychology and organisations**

Answer **all** questions.

- 7 (a) Explain what is meant by 'job satisfaction'. [2]
- (b) Describe the quality of working life (QWL) questionnaire (Walton, 1974). [4]
- (c) Discuss the use of self-reports to measure job satisfaction. [6]
- 8 (a) Describe what psychologists have discovered about traditional and modern theories of leadership. [8]
- (b) Evaluate what psychologists have discovered about traditional and modern theories of leadership, including a discussion of nature versus nurture. [10]

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