



Cambridge International AS & A Level

PSYCHOLOGY

9990/42

Paper 4 Specialist Options: Application

February/March 2020

1 hour 30 minutes



You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **four** questions in total:
Answer questions from **two** options.
Section A: answer **two** questions.
Section B: answer **one** question.
Section C: answer **one** question.
- 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. Blank pages are indicated.

Section A

You must answer **two** questions from this section.
Answer all the parts for the two questions you choose.

Psychology and abnormality

- 1 The Beck depression inventory (BDI) includes 21 items, all of which are assessed on a four-point scale. One of the items is 'irritation', as shown below.

- 0 I am no more irritated by things than I ever was.
1 I am slightly more irritated now than usual.
2 I am quite annoyed or irritated a good deal of the time.
3 I feel irritated all the time.

- (a) State **two** items from the BDI, other than 'irritation'. [2]
- (b) Explain the theory on which the BDI is based. [4]
- (c) (i) Suggest how the reliability of the BDI could be assessed. [2]
- (ii) Suggest how the validity of the BDI could be assessed. [2]
- (d) Discuss the strengths and weaknesses of using self-report questionnaires to measure depression. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

- 2 A company wants to increase sales of canned soup. They want customers to buy 2, 3, 4 or even 10 cans, rather than buying only one. They apply some of the point of purchase promotion techniques, e.g. multiple unit pricing, suggested by Wansink et al. (1998).

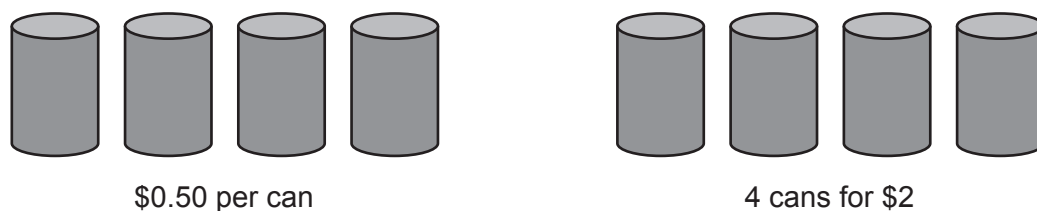


Fig. 2.1

- (a) Explain what is meant by 'multiple unit pricing'. [2]
- (b) Suggest **two** other point of purchase promotion techniques that increase sales, using examples to support your answer. [4]
- (c) Explain **one** strength and **one** weakness of using students as participants in research on purchase quantity decisions. [4]
- (d) Discuss the advantages and disadvantages of conducting laboratory experiments to investigate purchase quantity decisions. You should include a conclusion in your answer. [5]

Psychology and health

3



Fig. 3.1

- (a) Explain what is meant by a 'psychometric test'. [2]
- (b) Explain the difference between 'acute pain' and 'chronic pain', using an example of each. [4]
- (c) Suggest **one** advantage and **one** disadvantage of using a clinical interview to measure pain. Use an example in your answer. [4]
- (d) Discuss the strengths and weaknesses of using psychometric tests to measure pain. You should include a conclusion in your answer. [5]

Psychology and organisations

- 4 Oldham and Brass (1979) studied open plan offices, such as shown in Fig. 4.1.

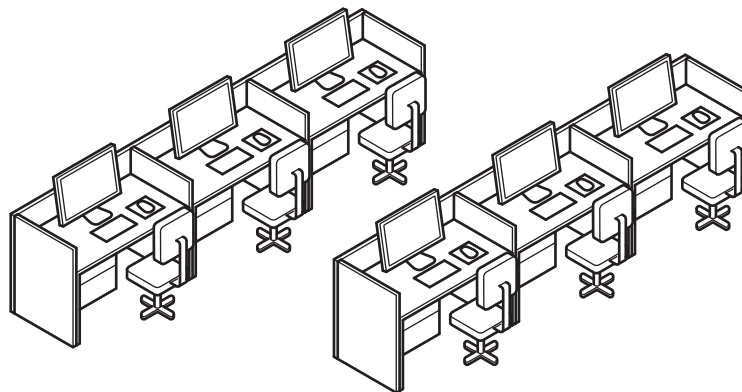


Fig. 4.1

- (a) Explain what is meant by an 'open plan office'. [2]
- (b) Suggest **two** job characteristics that may be affected by office design. [4]
- (c) Outline **two** of the dependent variables (outcome measures) in the study by Oldham and Brass. [4]
- (d) Discuss the advantages and disadvantages of gathering qualitative data using interviews to study workers' views of open plan offices. You should include a conclusion in your answer. [5]

Section B

You must answer **one** question from this section.

Psychology and abnormality

- 5 (a) Design a longitudinal study to investigate whether electro-convulsive therapy (ECT) as a treatment for depression has side effects. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and consumer behaviour

- 6 (a) Design an experiment to investigate the difference between high self-monitors and low self-monitors in relation to brand recognition. [10]
- (b) Explain the psychological and methodological evidence on which your experiment is based. [8]

Psychology and health

- 7 (a) Design a study using a questionnaire to investigate gender differences in rational non-adherence to medical requests. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and organisations

- 8 (a) Design a study to investigate worker preference for the metropolitan or the continental rapid rotation system of shiftwork. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

Section C

You must answer **one** question from this section.

Psychology and abnormality

- 9 *'Cognitive explanations of schizophrenia ignore the effects of nature.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and consumer behaviour

- 10 *'Field experiments on consumer behaviour conducted in one country, such as that on choice blindness by Hall et al. (2010), cannot be generalised to other countries.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and health

- 11 *'Improving practitioner style will have no effect on adherence to medical advice.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and organisations

- 12 *'Maslow's hierarchy of needs is culturally biased because it was developed in the United States.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

BLANK PAGE

BLANK PAGE

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 (UCLES) 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 the Cambridge Assessment International Education 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 Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.