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Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

PSYCHOLOGY **9990/31**

Paper 3 Specialist Options: Theory **May/June 2018**

1 hour 30 minutes

No Additional Materials are required.

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READ THESE INSTRUCTIONS FIRST

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

There is a choice of four specialist options in this question paper. In each of your **two** chosen specialist options, answer **all** questions.

At the end of the examination, fasten all your work securely together.
The number of marks is given in brackets [ ] at the end of each question or part question.

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Psychology and abnormality

Answer **all** questions.

1 **(a)** Explain what is meant by 'body dysmorphic disorder' (BDD). [2]

(b) Describe the biomedical explanation of obsessive-compulsive disorder (OCD). [4]

(c) Explain **one** similarity and **one** difference between the biomedical explanation of obsessive-compulsive disorder (OCD) and **one** other explanation of this disorder. [6]

2 **(a)** Describe the treatment and management of schizophrenia and delusional disorder. [8]

(b) Evaluate the treatment and management of schizophrenia and delusional disorder, including a discussion of determinism. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Explain what is meant by 'customer focused sales technique' used for selling a product. [2]

(b) Describe how the data was collected in the study by Porublev et al. (2009) on gift wrapping. [4]

(c) Explain **two** weaknesses of the study by Porublev et al. (2009). [6]

4 **(a)** Describe what psychologists have discovered about intuitive thinking and its imperfections in consumer decision-making. [8]

(b) Evaluate what psychologists have discovered about intuitive thinking and its imperfections in consumer decision-making, including a discussion of the experimental method. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Outline **one** type of non-adherence to medical advice. [2]

(b) Yokley and Glenwick (1984) used six groups with different motivational conditions to compare adherence to medical advice for child immunisation.

Describe **two** of these conditions. [4]

(c) Explain **one** strength and **one** weakness of an independent measures design, using the study by Yokley and Glenwick (1984) as an example. [6]

6 **(a)** Describe what psychologists have discovered about health promotion in schools, worksites and communities. [8]

(b) Evaluate what psychologists have discovered about health promotion in schools, worksites and communities, including a discussion about validity. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Explain what is meant by 'intrinsic motivation' in relation to work. [2]

(b) Describe the hierarchy of needs (Maslow, 1970). [4]

(c) Explain **one** similarity and **one** difference between the hierarchy of needs and **one** other need theory of motivation to work. [6]

8 **(a)** Describe what psychologists have discovered about group development and roles in organisations. [8]

(b) Evaluate what psychologists have discovered about group development and roles in organisations, including a discussion of reductionism. [10]

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