



# Cambridge International AS & A Level

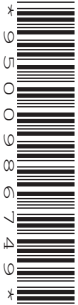
## PSYCHOLOGY

9990/31

Paper 3 Specialist Options: Theory

May/June 2021

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.  
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 [ ].

This document has **4** pages. Any blank pages are indicated.

**Psychology and abnormality**

Answer **all** questions.

- 1 (a) Explain what is meant by 'systematic desensitisation'. [2]
- (b) Describe the cognitive explanation of phobias. [4]
- (c) Explain **two** strengths of the cognitive explanation of phobias. [6]
- 2 (a) Describe the treatment and management of obsessive-compulsive and related disorders. [8]
- (b) Evaluate the treatment and management of obsessive-compulsive and related disorders, including a discussion about determinism versus free-will. [10]

**Psychology and consumer behaviour**

Answer **all** questions.

- 3 (a) Explain what is meant by 'effective slogans' in advertising. [2]
- (b) Describe the study by Fischer et al. (1991) on brand recognition in advertising. [4]
- (c) Discuss the use of children as participants in the study by Fischer et al. [6]
- 4 (a) Describe what psychologists have discovered about intuitive thinking and its imperfections in consumer decision-making (thinking fast and thinking slow, choice blindness, advertising and false memory). [8]
- (b) Evaluate what psychologists have discovered about intuitive thinking and its imperfections in consumer decision-making (thinking fast and thinking slow, choice blindness, advertising and false memory), including a discussion of practical applications. [10]

**Psychology and health**

Answer **all** questions.

- 5 (a) Explain what is meant by 'psychogenic pain'. [2]
- (b) Describe cognitive redefinition as a technique for managing pain. [4]
- (c) Explain **one** similarity and **one** difference between cognitive redefinition and biochemical techniques for managing pain. [6]
- 6 (a) Describe what psychologists have discovered about measuring non-adherence to medical advice. [8]
- (b) Evaluate what psychologists have discovered about measuring non-adherence to medical advice, including a discussion about self-reports. [10]

**Psychology and organisations**

Answer **all** questions.

- 7 (a) McClelland proposed the theory of achievement motivation which included three types of needs.
- Identify **two** of these needs, other than the need for achievement. [2]
- (b) Describe how equity theory (Adams, 1963) explains motivation at work. [4]
- (c) Explain **one** strength and **one** weakness of equity theory. [6]
- 8 (a) Describe what psychologists have discovered about leaders and followers in organisations (leader-member exchange model/individualised leadership model, followership, measuring leadership). [8]
- (b) Evaluate what psychologists have discovered about leaders and followers in organisations (leader-member exchange model/individualised leadership model, followership, measuring leadership), including a discussion on reductionism versus holism. [10]

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