

Cambridge International AS & A Level

PSYCHOLOGY 9990/32

Paper 3 Specialist Options: Theory

May/June 2023

1 hour 30 minutes

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

Answer four questions in total:

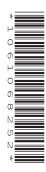
Answer questions from two options.

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 [].



Psychology and abnormality

Answer all questions.

1 (a)	For one	specific phobia:
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Identify **two** characteristics of this phobia. [2]

- (b) Describe the psychoanalytic explanation of phobias (Freud, 1909). [4]
- (c) Explain **one** strength and **one** weakness of the psychoanalytic 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 reductionism versus holism. [10]

Psychology and consumer behaviour

Answer all questions.

- 3 (a) Vrechopoulos (2004) investigated virtual interior layouts of grocery stores.
 - Outline the 'grid' store layout. You may include a diagram in your answer.

[2]

- **(b)** Describe the study by Guéguen et al. (2007) on music in open air markets.
- [4]

(c) Explain two strengths of the study by Guéguen et al.

- [6]
- **4 (a)** Describe what psychologists have discovered about 'buying the product' (theory of planned behaviour, black box model, consumer decision model). [8]
 - (b) Evaluate what psychologists have discovered about 'buying the product' (theory of planned behaviour, black box model, consumer decision model), including a discussion about practical applications. [10]

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[2]

Psychology and health

Answer all questions.

(a) Explain what is meant by 'organic pain'.

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(b) The Wong-Baker rating scale is a measure of children's pain. (i) Outline the Wong-Baker rating scale. You may include a diagram in your answer. [2] Explain how this scale is used to measure children's pain. [2] (c) One difference between the Wong-Baker scale and the McGill pain questionnaire is whether they are used with children or adults. Explain **two** other differences between these pain measures. [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 of the longitudinal research method. [10] Psychology and organisations Answer **all** questions. 7 (a) Group decision-making can lead to cognitive limitations and errors including sins of commission, sins of omission and sins of imprecision (Forsyth, 2006). Explain what is meant by 'sins of commission'. [2] (b) Describe Belbin's theory of team roles. [4] (c) Explain one strength and one weakness of Belbin's theory of team roles. [6] 8 (a) Describe what psychologists have discovered about traditional and modern theories of leadership (universalist and behavioural theories, adaptive leadership, three levels of leadership). [8] (b) Evaluate what psychologists have discovered about traditional and modern theories of leadership (universalist and behavioural theories, adaptive leadership, three levels of [10] leadership), including a discussion about determinism versus free-will.

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