



# 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 [ ].

---

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

**Psychology and abnormality**

Answer **all** questions.

- 1 (a) For **one** specific phobia:  
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]

**Psychology and health**

Answer **all** questions.

- 5 (a) Explain what is meant by 'organic pain'. [2]
- (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]
- (ii) 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 leadership), including a discussion about determinism versus free-will. [10]

**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](http://www.cambridgeinternational.org) after the live examination series.

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