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Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

PSYCHOLOGY **9990/32**

Paper 3 Specialist Options: Theory **October/November 2018**

1 hour 30 minutes

No Additional Materials are required.

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.

This document consists of **3** printed pages, **1** blank page and **1** Insert.

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Psychology and abnormality

Answer **all** questions.

1 **(a)** Explain what is meant by a 'non-substance addictive disorder'. [2]

(b) Describe covert sensitisation for treating and managing impulse control disorders. [4]

(c) Explain **one** similarity and **one** difference between covert sensitisation and **one** biochemical treatment for managing impulse control disorders. [6]

2 **(a)** Describe explanations of phobias. [8]

(b) Evaluate explanations of phobias, including a discussion of determinism. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Explain what is meant by 'attention and shelf position' and its effect on product choice. [2]

(b) Describe the 'consumer decision model' for buying a product. [4]

(c) Explain **one** strength and **one** weakness of the 'consumer decision model' for buying a product. [6]

4 **(a)** Describe what psychologists have discovered about menu design psychology. [8]

(b) Evaluate what psychologists have discovered about menu design psychology, including a discussion on validity. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Explain what is meant by 'practitioner and patient interpersonal skills'. [2]

(b) Describe the study by Robinson and West (1992) on disclosure of information to a practitioner. [4]

(c) Explain **one** strength and **one** weakness of the study by Robinson and West (1992). [6]

6 **(a)** Describe what psychologists have discovered about individual factors in changing health beliefs. [8]

(b) Evaluate what psychologists have discovered about individual factors in changing health beliefs, including a discussion of individual and situational explanations. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Explain what is meant by 'adaptive leadership'. [2]

(b) Describe **two** of the three levels of leadership from Scouller (2011). [4]

(c) Discuss the applications of everyday life in organisations of the three levels of leadership proposed by Scouller (2011). [6]

8 **(a)** Describe what psychologists have discovered about attitudes to work. [8]

(b) Evaluate what psychologists have discovered about attitudes to work, including a discussion about generalisations. [10]

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