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Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

PSYCHOLOGY **9990/41**

Paper 4 Specialist Options: Application **October/November 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. You must answer questions from **two** specialist options.
Answer **two** questions in Section A.
Answer **one** question in Section B.
Answer **one** question in Section C.

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 **5** printed pages, **3** blank pages and **1** Insert.

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Section A

You must answer **two** questions from this section.
Answer all the parts for the two questions you choose.

Psychology and abnormality

1 The Yale-Brown Obsessive-Compulsive Scale (Y-BOCS) is a questionnaire. It has questions which are scored on a five-point scale. One question asks about the amount of time spent on obsessions:

Time spent on obsessions	0 hour/day	0–1 hour/day	1–3 hour/day	3–8 hour/day	>8 hour/day
Score:	0	1	2	3	4

(a) Explain the difference between obsessions and compulsions. [2]

(b) Give **two** limitations of the question and rating scale presented above. [4]

(c) Explain how **one** other questionnaire assesses obsessive-compulsive disorder (OCD). [4]

(d) Discuss the advantages and disadvantages of using psychometric measures to assess OCD. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

2 The menu: the restaurant's 'business card'.

Oliveira's Brasilian Restaurant
Open 24 hours
Best selling items today:
pão de queijo
bolinho de bacalhau
pastel

(a) Give **one** reason why the menu is said to be a restaurant's 'business card'. [2]

(b) Identify **two** common menu mistakes suggested by Pavesic (2005) and suggest why they are mistakes. [4]

(c) Suggest **two** reasons why menus should include no more than 24 items. [4]

(d) Discuss the advantages and disadvantages of using eye movement patterns to design a menu. You should include a conclusion in your answer. [5]

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Psychology and health

3 Holmes and Rahe (1967) devised a questionnaire, based on an opportunity sample in the US. This was called the Social Readjustment Rating Scale (SRRS) and is used to assess how life events cause stress. They believed that any change in life, whether positive or negative, was stressful.

(a) Explain how a total score is calculated for a participant using the SRRS. [2]

(b) Describe **one** alternative way to calculate a total score for a participant using the SRRS. [4]

(c) Suggest **two** practical applications of the SRRS. [4]

(d) Discuss cultural bias in the development and use of the SRRS. You should consider both sides of the argument and include a conclusion in your answer. [5]

Psychology and organisations

4 The Leadership Practices Inventory (LPI) assesses the extent to which leaders use the five practices outlined by Kouzes and Posner (1987). An LPI-self questionnaire is completed and then other people complete the LPI-observer questionnaire which includes rating scales and open-ended questions.

(a) Outline **one** of the five leader practices from Kouzes and Posner (1987). [2]

(b) Give **one** strength and **one** weakness of using open-ended questions. [4]

(c) Suggest **one** way in which leadership could be measured, other than using a questionnaire. [4]

(d) There are advantages and disadvantages to using both an LPI-self questionnaire and an LPI-observer questionnaire.

Discuss how having both questionnaires affects the validity of the LPI. You should consider both sides of the argument and include a conclusion in your answer. [5]

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Section B

You must answer **one** question from this section.

Psychology and abnormality

5 The feeling-state theory proposes that impulse control disorders are caused by intense positive feelings that become associated with an experience such as stealing or gambling.

(a) Design an experiment to investigate the intensity of positive feelings about an event, in people with and without an impulse control disorder. [10]

(b) Explain the psychological and methodological evidence on which your experiment is based. [8]

Psychology and consumer behaviour

6 Diners want enough personal space in a restaurant to enjoy their food. Psychologists want to know how much space is enough.

(a) Design an experiment using observation to gather data to investigate how much personal space is enough when dining in a restaurant. [10]

(b) Explain the psychological and methodological evidence on which your experiment is based. [8]

Psychology and health

7 Children can be encouraged to eat more vegetables with a 'food programme'.

(a) Design a study using an interview to investigate whether using such food programmes with children leads to them eating more vegetables as adults. [10]

(b) Explain the psychological and methodological evidence on which your interview is based. [8]

Psychology and organisations

8 **(a)** Design a study using a questionnaire to investigate whether intrinsic or extrinsic motivation is more effective for workers in an organisation. [10]

(b) Explain the psychological and methodological evidence on which your questionnaire is based. [8]

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Section C

You must answer **one** question from this section.

Psychology and abnormality

9 *'Biomedical treatments are perfect for treating obsessive-compulsive and related disorders.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and consumer behaviour

10 *'Consumer decision-making is poor when shopping because advertising produces false memories.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and health

11 *'The health beliefs and behaviour of young adults are formed by their friends rather than their family.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

Psychology and organisations

12 *'Different types of followers do not exist. Workers either follow a leader or they do not.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

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