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Cambridge Assessment International Education

Cambridge International AS & A Level

PSYCHOLOGY **9990/31**

Paper 3 Specialist Options: Theory **October/November 2022**

1 hour 30 minutes

6182051247

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 [ ].

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Psychology and abnormality

Answer **all** questions.

1 **(a)** Outline the cognitive explanation of depression (Beck, 1979). [2]

(b) Describe the study by Oruc et al. (1997) about a biological explanation for bipolar disorder. [4]

(c) Explain **two** strengths of the study by Oruc et al. [6]

2 **(a)** Describe characteristics of obsessive-compulsive and related disorders (types, examples/ case studies, measures). [8]

(b) Evaluate characteristics of obsessive-compulsive and related disorders (types, examples/ case studies, measures), including a discussion of qualitative and quantitative data. [10]

Psychology and consumer behaviour

Answer **all** questions.

3 **(a)** Outline an associative learning explanation for consumers' preference for product colour (Grossman and Wisenblit, 1999). [2]

(b) Outline **two** methods used to collect data in the study by Porublev et al. (2009) on gift-wrapping. [4]

(c) Explain **one** strength and **one** weakness of the study by Porublev et al. [6]

4 **(a)** Describe what psychologists have discovered about environmental influences on consumers (cognitive maps of retail locations, crowding in retail environments, shopper movement patterns). [8]

(b) Evaluate what psychologists have discovered about environmental influences on consumers (cognitive maps of retail locations, crowding in retail environments, shopper movement patterns), including a discussion of cultural bias. [10]

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Psychology and health

Answer **all** questions.

5 **(a)** Identify **two** of the measures used in the five-city project on health promotion in communities (Farquhar et al., 1985). [2]

(b) Describe the study on health promotion in worksites by Fox et al. (1987). [4]

(c) Explain **one** strength and **one** weakness of longitudinal research, using the study by Fox et al. as an example. [6]

6 **(a)** Describe what psychologists have discovered about patient and practitioner diagnosis and style (practitioner style, practitioner diagnosis, disclosure of information). [8]

(b) Evaluate what psychologists have discovered about patient and practitioner diagnosis and style (practitioner style, practitioner diagnosis, disclosure of information), including a discussion of field experiments. [10]

Psychology and organisations

Answer **all** questions.

7 **(a)** Give the equation proposed by Vroom (1964) to calculate motivation. [2]

(b) Outline **two** non-monetary rewards that are motivators at work. [4]

(c) Explain **one** strength and **one** weakness of using non-monetary rewards as motivators at work. [6]

8 **(a)** Describe what psychologists have discovered about group decision-making in organisations (the decision-making process, groupthink, cognitive limitations and errors). [8]

(b) Evaluate what psychologists have discovered about group decision-making in organisations (the decision-making process, groupthink, cognitive limitations and errors), including a discussion of practical applications. [10]

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