



Cambridge International AS & A Level

PSYCHOLOGY

9990/32

Paper 3 Specialist Options: Theory

October/November 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) Explain what is meant by 'mania'. [2]
- (b) Describe the study on depression and attributional style by Seligman et al. (1988). [4]
- (c) Explain the effectiveness of the controls used in the study by Seligman et al. [6]
- 2 (a) Describe explanations of schizophrenia and delusional disorder. [8]
- (b) Evaluate explanations of schizophrenia and delusional disorder, including a discussion of nature versus nurture. [10]

Psychology and consumer behaviour

Answer **all** questions.

- 3 (a) Outline 'involvement' as a marketing theory (Richarme, 2005). [2]
- (b) Outline **two** of the findings from the study by Hall et al. (2010) on choice blindness. [4]
- (c) Explain **one** strength and **one** weakness of the study by Hall et al. [6]
- 4 (a) Describe communication and advertising models (changing attitudes and models of communication, AIDA model, hierarchy of effects model). [8]
- (b) Evaluate communication and advertising models (changing attitudes and models of communication, AIDA model, hierarchy of effects model), including a discussion of reductionism versus holism. [10]

Psychology and health

Answer **all** questions.

- 5 (a) Outline **one** behavioural technique used to improve adherence to medical advice. [2]
- (b) Describe the study on repeat prescriptions by Sherman et al. (2000). [4]
- (c) Explain **two** strengths of the study by Sherman et al. [6]
- 6 (a) Describe what psychologists have discovered about types and theories of pain. [8]
- (b) Evaluate what psychologists have discovered about types and theories of pain, including a discussion of practical applications. [10]

Psychology and organisations

Answer **all** questions.

- 7 (a) Identify **two** ways that workers compare themselves to other workers, according to equity theory (Adams, 1963). [2]
- (b) Describe the need theory of achievement motivation (McClelland, 1965). [4]
- (c) Explain **two** differences between achievement motivation (McClelland, 1965) and hierarchy of needs (Maslow, 1970). [6]
- 8 (a) Describe what psychologists have discovered about physical and psychological work conditions (the Hawthorne studies, bullying at work, open plan offices). [8]
- (b) Evaluate what psychologists have discovered about physical and psychological work conditions (the Hawthorne studies, bullying at work, open plan offices), including a discussion of experiments. [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 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.