

# Cambridge International AS & A Level

PSYCHOLOGY 9990/32

Paper 3 Specialist Options: Theory

May/June 2023

1 hour 30 minutes

You will need: Answer booklet (enclosed)

You must answer on the enclosed answer booklet.

#### **INSTRUCTIONS**

Answer four questions in total:

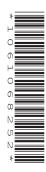
Answer questions from two options.

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 [ ].



### Psychology and abnormality

#### Answer all questions.

1 (a	) For	one specific phob	ia:
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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]

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## Psychology and health

Answer all questions.

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(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 wheth they are used with children or adults.			
		Explain <b>two</b> other differences between these pain measures.	[6]		
6	(a)	Describe what psychologists have discovered about health promotion in schools, worksit and communities.	tes [8]		
	(b)	Evaluate what psychologists have discovered about health promotion in schools, worksit and communities, including a discussion of the longitudinal research method.	tes 10]		
		Psychology and organisations			
		Answer all questions.			
7	(a)	Group decision-making can lead to cognitive limitations and errors including sins commission, sins of omission and sins of imprecision (Forsyth, 2006).	of		
		Explain what is meant by 'sins of commission'.	[2]		
	(b)	Describe Belbin's theory of team roles.	[4]		
	(c)	Explain <b>one</b> strength and <b>one</b> weakness of Belbin's theory of team roles.	[6]		
8	(a)	Describe what psychologists have discovered about traditional and modern theories leadership (universalist and behavioural theories, adaptive leadership, three levels leadership).			
	(b)	Evaluate what psychologists have discovered about traditional and modern theories leadership (universalist and behavioural theories, adaptive leadership, three levels leadership), including a discussion about determinism versus free-will.			

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