

Cambridge International AS & A Level

PSYCHOLOGY

Paper 3 Specialist Options: Theory

9990/32

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.

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Psychology and abnormality

Answer all questions.

(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]
	(b)	 (a) Explain what is meant by 'mania'. (b) Describe the study on depression and attributional style by Seligman et al. (1988). (c) Explain the effectiveness of the controls used in the study by Seligman et al.

- 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]

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