



# Cambridge International AS & A Level

**PSYCHOLOGY**

**9990/32**

Paper 3 Specialist Options: Theory

**February/March 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) Outline **one** genetic explanation of schizophrenia and delusional disorder. [2]
- (b) Describe the study by Freeman (2008) on symptom assessment of schizophrenia using virtual reality. [4]
- (c) Explain **one** strength and **one** weakness of the study by Freeman. [6]
- 2 (a) Describe the treatment and management of anxiety disorders (systematic desensitisation, applied tension, cognitive-behavioural therapy). [8]
- (b) Evaluate the treatment and management of anxiety disorders (systematic desensitisation, applied tension, cognitive-behavioural therapy), including a discussion of determinism versus free-will. [10]

**Psychology and consumer behaviour**

Answer **all** questions.

- 3 (a) Outline the black box (stimulus-response) model of buying a product. [2]
- (b) Atalay et al. (2012) carried out three studies on attention and shelf position (Study 1A, Study 1B and Study 2).  
Describe **one** of these studies. [4]
- (c) Discuss the reliability of the study by Atalay et al. that you described in part (b). [6]
- 4 (a) Describe what psychologists have discovered about types of advertising and advertising techniques (advertising media, marketing mix models, product placement in films). [8]
- (b) Evaluate what psychologists have discovered about types of advertising and advertising techniques (advertising media, marketing mix models, product placement in films), including a discussion on practical applications. [10]

### Psychology and health

Answer **all** questions.

- 5 (a) Identify **two** of the stages in the model of delay in seeking treatment (Safer, 1979). [2]
- (b) Aleem and Ajarim (1995) conducted a case study on a 22-year-old female university student who was diagnosed with Munchausen syndrome.
- Outline **two** findings from this case study. [4]
- (c) Discuss the validity of the case study by Aleem and Ajarim. [6]
- 6 (a) Describe what psychologists have discovered about types of non-adherence to medical advice, reasons why patients do not adhere, and the health belief model. [8]
- (b) Evaluate what psychologists have discovered about types of non-adherence to medical advice, reasons why patients do not adhere, and the health belief model, including a discussion about individual and situational explanations. [10]

### Psychology and organisations

Answer **all** questions.

- 7 (a) Janis (1971) suggested strategies to avoid groupthink.
- Outline **one** of these strategies. [2]
- (b) Describe **two** strategies to manage group conflict in organisations (Thomas, 1976). [4]
- (c) Explain **two** problems psychologists may have when investigating group conflict. [6]
- 8 (a) Describe theories of job satisfaction (two factor theory, job characteristics theory, techniques of job design). [8]
- (b) Evaluate theories of job satisfaction (two factor theory, job characteristics theory, techniques of job design), including a discussion about reductionism versus holism. [10]

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