

# Cambridge International AS & A Level

PSYCHOLOGY 9990/31

Paper 3 Specialist Options: Theory October/November 2021

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.

1	(a)	Outline <b>one</b> cognitive explanation of schizophrenia and delusional disorder.	[2]
	(b)	Describe the procedure in the study by Sensky et al. (2000) of cognitive-behavioural thera (CBT) for schizophrenia.	ру [4]
	(c)	Explain <b>one</b> similarity and <b>one</b> difference between CBT and biochemical treatments if schizophrenia/delusional disorder.	for [6]
2	(a)	Describe characteristics and measures of bipolar and related disorders.	[8]
	(b)	Evaluate characteristics and measures of bipolar and related disorders, including a discussion of validity.	on [0]
Psychology and consumer behaviour			
Answer all questions.			
3	(a)	One stage in the consumer decision model when buying a product is 'recognition of need'.	
		Identify <b>two</b> other stages from this model.	[2]
	(b)	Describe <b>two</b> ways to close a sale.	[4]
	(c)	For <b>one</b> of the ways you described in <b>(b)</b> :	
		Explain <b>one</b> advantage and <b>one</b> disadvantage of this way to close a sale.	[6]
4	(a)	Describe what psychologists have discovered about lighting, colour and smell in the physic environment.	cal [8]
	(b)	Evaluate what psychologists have discovered about lighting, colour and smell in the physic environment, including a discussion about control of variables.	cal [0]

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### Psychology and health

## Answer all questions.

5 (a) Outline the Yale model of communication in relation to health promotion. [2] **(b)** Describe the study by Lau et al. (1990) on health change in adolescents. [4] (c) Explain **one** strength and **one** weakness of the study by Lau et al. [6] 6 (a) Describe what psychologists have discovered about measuring pain. [8] (b) Evaluate what psychologists have discovered about measuring pain, including a discussion of psychometrics. [10] Psychology and organisations Answer all questions. 7 (a) Kouzes and Posner (1987) produced the Leadership Practices Inventory (LPI) which measures five practices of exemplary leadership. [2] Identify **two** of these practices. (b) Describe the styles of leader behaviour proposed by Muczyk and Reimann (1987). [4] (c) Explain one similarity and one difference between styles of leader behaviour (Muczyk and Reimann, 1987) and situational leadership (Hersey and Blanchard, 1988). [6] 8 (a) Describe what psychologists have discovered about group development and roles in organisations. [8] (b) Evaluate what psychologists have discovered about group development and roles in organisations, including a discussion of practical applications. [10]

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