



Cambridge International AS & A Level

PSYCHOLOGY

9990/32

Paper 3 Specialist Options: Theory

February/March 2020

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. Blank pages are indicated.

Psychology and abnormality

Answer **all** questions.

- 1 (a) Outline **one** cause of impulse control disorders or non-substance addictive disorder. [2]
- (b) Describe the study by Grant et al. (2008) on the biochemical treatment of addiction to gambling. [4]
- (c) Explain **two** weaknesses of the study by Grant et al. [6]
- 2 (a) Describe the characteristics, types and measures of anxiety disorders. [8]
- (b) Evaluate the characteristics, types and measures of anxiety disorders, including a discussion of case studies. [10]

Psychology and consumer behaviour

Answer **all** questions.

- 3 (a) Explain what is meant by the 'disrupt-then-reframe' sales technique investigated by Kardes et al. (2007). [2]
- (b) Describe how consumers would make purchase decisions according to the 'theory of planned behaviour' (Ajzen, 1991). [4]
- (c) Explain **two** practical applications of the theory of planned behaviour that would help a company to sell products. [6]
- 4 (a) Describe what psychologists have discovered about environmental influences on consumers (cognitive maps of retail locations, crowding in retail environments, shopper movement patterns). [8]
- (b) Evaluate what psychologists have discovered about environmental influences on consumers (cognitive maps of retail locations, crowding in retail environments, shopper movement patterns), including a discussion about reliability. [10]

Psychology and health

Answer **all** questions.

- 5 (a) Outline how Fox et al. (1987) used a token economy in worksites to promote health. [2]
- (b) Describe the procedure of the 'whole-school' Food Dude programme from the study by Tapper et al. (2003). [4]
- (c) Explain **one** strength and **one** weakness of the study by Tapper et al. [6]
- 6 (a) Describe what psychologists have discovered about misusing health services. [8]
- (b) Evaluate what psychologists have discovered about misusing health services, including a discussion about practical applications. [10]

Psychology and organisations

Answer **all** questions.

- 7 (a) Explain what is meant by 'job satisfaction'. [2]
- (b) Describe the quality of working life (QWL) questionnaire (Walton, 1974). [4]
- (c) Discuss the use of self-reports to measure job satisfaction. [6]
- 8 (a) Describe what psychologists have discovered about traditional and modern theories of leadership. [8]
- (b) Evaluate what psychologists have discovered about traditional and modern theories of leadership, including a discussion of nature versus nurture. [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 the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.