

Cambridge International AS & A Level

PSYCHOLOGY**9990/32**

Paper 3 Specialist Options: Approaches, Issues and Debates

February/March 2026**1 hour 30 minutes**

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **eight** questions in total:
Answer questions from **two** options.
Answer **all** questions from the options you have studied.
- 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 **8** pages. Any blank pages are indicated.

Answer questions from **two** options.

Answer **all** questions from the options you have studied.

Section A: Clinical Psychology

Answer **all** questions.

- 1 Muhammad has been diagnosed with agoraphobia. He is afraid of having a panic attack if he goes shopping, so he avoids leaving the house. His doctor refers him for cognitive-behavioural therapy (CBT).

Suggest how cognitive-behavioural therapy (CBT) could treat Muhammad's agoraphobia. [4]
- 2 One debate in psychology is the nature versus nurture debate.

(a) Outline the nature versus nurture debate. [2]

(b) Explain **one** weakness of the nature side of this debate, including an example from the genetic explanation of fear-related disorders. [2]
- 3 Kiara thinks she may have obsessive-compulsive disorder (OCD). She makes an appointment with her doctor for a diagnosis.

(a) Explain how Kiara's doctor will decide whether Kiara has OCD. [4]

(b) Explain **one** reason why the diagnosis may **not** be correct. [2]
- 4 (a) Describe the following:
 - the diagnostic criteria (ICD-11) of depressive disorder (unipolar) and bipolar disorders
 - the Beck depression inventory. [6]
 (b) Evaluate the following, including a discussion about quantitative and qualitative data:
 - the diagnostic criteria (ICD-11) of depressive disorder (unipolar) and bipolar disorders
 - the Beck depression inventory.
 Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

Section B: Consumer Psychology

Answer **all** questions.

- 5** Samira is designing a map for a shopping mall.
- (a) Suggest **two** features that Samira could include on the map to help customers with wayfinding in the shopping mall. [2]
- (b) For **one** of the features suggested in **5(a)**, explain why this would improve customers' wayfinding in the shopping mall. [2]
- 6** (a) Outline what is meant by determinism, including an example from the effects of crowding on shopper pleasure-arousal-dominance. [2]
- (b) Explain **one** problem psychologists have when they investigate whether shopper behaviour is determined by external factors or due to the free-will of the shopper. [2]
- 7** Robin is the owner of a restaurant and wants his customers to feel comfortable while dining. He uses a six-inch (15 cm) table spacing. His customers include couples on a date and business people. Robin speaks to his customers at the end of their meal to investigate the effect of the table spacing on their dining experience.
- (a) (i) Suggest what response customers on a date will report about the effect of the table spacing on their dining experience. [2]
- (ii) Suggest what response customers dining for business purposes will report about the effect of the table spacing on their dining experience. [2]
- (b) Explain **one** problem psychologists may have when investigating personal space in customers. [2]
- 8** (a) Describe the following:
- the Engel Kollat Blackwell model of buyer decision-making
 - a study that investigates post-purchase cognitive dissonance. [6]
- (b) Evaluate the following, including a discussion about cultural differences:
- the Engel Kollat Blackwell model of buyer decision-making
 - a study that investigates post-purchase cognitive dissonance.
- Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

Section C: Health Psychology

Answer **all** questions.

- 9** Rajeesh is undergoing medical treatment that he finds stressful.

Suggest how relaxation and imagery could be used to reduce any stress that Rajeesh might experience during his medical treatment. [4]

- 10 (a)** Outline the reductionism versus holism debate. [2]

(b) Explain **one** reason why measuring stress using a heart rate monitor could be reductionist. [2]

- 11 (a)** Dr Smith and Dr Reynolds are having a conversation about non-verbal communication and practitioner clothing. Dr Smith says that the clothing that the practitioner wears during a consultation is important. Dr Reynolds disagrees, he says it does not matter what the practitioner wears during a consultation.

Using the findings of a study about practitioner clothing:

(i) Suggest why Dr Smith is correct. [2]

(ii) Suggest why Dr Reynolds is correct. [2]

- (b)** When researchers investigate non-verbal communication and practitioner clothing, they often collect quantitative data.

Explain **one** weakness of using quantitative data when researching non-verbal communication and practitioner clothing. [2]

- 12 (a)** Describe the study by Shoshani and Steinmetz (2014) about using positive psychology in schools to improve mental health. [6]

- (b)** Evaluate the study by Shoshani and Steinmetz (2014), including a discussion about questionnaires.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

Section D: Organisational Psychology

Answer **all** questions.

- 13** Collette is the manager of a factory. She is going to implement one of Kouzes and Posner's five leadership practices. Collette plans to use 'model the way' to become a better manager to her employees at the factory.
- Suggest **two** ways that Collette could use 'model the way' to become a better manager to her employees at the factory. [4]
- 14 (a)** Outline what is meant by individual and situational explanations. [2]
- (b)** Explain **one** reason why Blau and Boal's absenteeism and organisational commitment model is an individual explanation. [2]
- 15** Sally attended a training course on how to become a better manager and learned about universalist and behavioural theories of leadership.
- (a) (i)** Suggest **one** reason why Sally may be able to become a better manager, using a behavioural theory of leadership. [2]
- (ii)** Suggest **one** reason why Sally may **not** be able to become a better manager, using a universalist theory of leadership. [2]
- (b)** Explain **one** weakness of a behavioural theory of leadership. [2]
- 16 (a)** Describe the following:
- Latham and Locke's goal-setting theory
 - Vroom's VIE (expectancy) theory. [6]
- (b)** Evaluate the following, including a discussion about the idiographic versus nomothetic approach:
- Latham and Locke's goal-setting theory
 - Vroom's VIE (expectancy) theory.
- Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

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