



Cambridge International AS & A Level

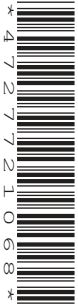
PSYCHOLOGY

9990/31

Paper 3 Specialist Options: Theory

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.

Psychology and abnormality

Answer **all** questions.

- 1 (a) Outline **two** common compulsions of body dysmorphic disorder (BDD). [2]
(b) Describe the psychodynamic explanation for obsessive-compulsive disorder (OCD). [4]
(c) Explain **one** similarity and **one** difference between the psychodynamic explanation for OCD and genetic explanations for OCD. [6]
- 2 (a) Describe the treatment and management of impulse control disorders and non-substance addictive disorder. [8]
(b) Evaluate the treatment and management of impulse control disorders and non-substance addictive disorder, including a discussion of nature versus nurture. [10]

Psychology and consumer behaviour

Answer **all** questions.

- 3 (a) Outline 'behaviour constraint' in consumer theories of personal space. [2]
(b) Describe Study 2 (the field experiment) by Dayan and Bar-Hillel (2011) about primacy, recency and menu item position. [4]
(c) Explain **two** strengths of the study by Dayan and Bar-Hillel. [6]
- 4 (a) Describe what psychologists have discovered about consumer decision-making (models, strategies, marketing theories). [8]
(b) Evaluate what psychologists have discovered about consumer decision-making (models, strategies, marketing theories), including a discussion of generalisations. [10]

Psychology and health

Answer **all** questions.

- 5 (a) Identify **two** recording devices that give physiological measures of stress. [2]
- (b) Describe the study about psychological measures of stress by Friedman and Rosenman (1974). [4]
- (c) Explain **two** weaknesses of the study by Friedman and Rosenman. [6]
- 6 (a) Describe what psychologists have discovered about strategies for promoting health (fear arousal, Yale model of communication, providing information). [8]
- (b) Evaluate what psychologists have discovered about strategies for promoting health (fear arousal, Yale model of communication, providing information), including a discussion of quantitative and qualitative data. [10]

Psychology and organisations

Answer **all** questions.

- 7 (a) Identify **two** qualities of good followers (Kelley, 1988). [2]
- (b) Describe situational leadership (Hersey and Blanchard, 1988). [4]
- (c) Explain **one** strength and **one** weakness of situational leadership. [6]
- 8 (a) Describe what psychologists have discovered about cognitive theories of motivation to work (goal-setting theory, VIE theory, equity theory). [8]
- (b) Evaluate what psychologists have discovered about cognitive theories of motivation to work (goal-setting theory, VIE theory, equity theory), including a discussion of individual and situational explanations. [10]

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