



# Cambridge International AS & A Level

**PSYCHOLOGY**

**9990/43**

Paper 4 Specialist Options: Application and Research Methods

**October/November 2024**

**1 hour 30 minutes**



You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

## INSTRUCTIONS

- Answer **five** questions in total:  
Answer questions from **two** options.  
Section A: answer **four** questions.  
Section B: answer **one** question.
- 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.

## Section A

Answer questions from **two** options in this section.

### Clinical Psychology

Answer **all** questions if you have studied this option.

- 1 From the key study by Oruč et al. (1997) on mood (affective) disorders:
  - (a) (i) Outline what is meant by a clinical interview. [2]
  - (ii) Outline **one** reason why the participants were interviewed. [2]
  - (b) The interviews were reviewed by a second psychiatrist.  
Suggest **one** effect there could have been on the results if the interviews had **not** been reviewed by a second psychiatrist. [2]
  - (c) Explain **one** strength and **one** weakness of a clinical interview as used in this study. [4]
- 2 (a) Explain what is meant by the term 'pyromania'. [2]
  - (b) Suggest **one** way in which pyromania could be measured, other than by self-report. [2]
  - (c) Explain **two** strengths of using self-report to measure pyromania. [4]

### Consumer Psychology

Answer **all** questions if you have studied this option.

- 3 From the key study by Hall et al. (2010) on choice blindness for food items:
  - (a) (i) Outline the sample of participants used in this study. [2]
  - (ii) Outline the sampling technique that was used to recruit the participants. [2]
  - (b) Suggest **one** sampling technique that could have been used to recruit participants for this study, other than the technique used by Hall et al. [2]
  - (c) Explain **one** strength and **one** weakness of the sampling technique you suggested in part (b). [4]
- 4 (a) Explain what is meant by a 'customer-focused' sales technique. [2]
  - (b) Suggest **one** effect a customer-focused sales technique could have on the buyer–seller relationship when buying a new car. [2]
  - (c) Explain **one** strength and **one** weakness of a 'competitor-focused' sales technique. [4]

### Health Psychology

Answer **all** questions if you have studied this option.

- 5 From the key study by Savage and Armstrong (1990) on the effect of practitioner style on patient satisfaction:
- (a) (i) Outline how participants were recruited for the study. [2]
  - (ii) Outline how participants were randomly allocated to the conditions of the study. [2]
  - (b) Suggest **one** problem if participants had **not** been randomly allocated to the conditions of the study. [2]
  - (c) Explain **two** strengths of the use of random allocation in this study. [4]
- 6
- (a) Outline the psychological treatment of 'attention diversion' to manage and control pain. [2]
  - (b) Suggest **one** alternative treatment that could be used for managing and controlling shoulder pain, other than a biological or psychological treatment. [2]
  - (c) Explain **one** strength and **one** weakness of using attention diversion to manage pain. [4]

### Organisational Psychology

Answer **all** questions if you have studied this option.

- 7 From the key study by Swat (1997) on monitoring accidents and risk events:
- (a) (i) Explain what is meant by the term 'accident frequency' as used in this study. [2]
  - (ii) State which **two** industrial plants had the highest accident frequency (rate). [2]
  - (b) Suggest **one** way in which accidents in industrial plants can be reduced. [2]
  - (c) Explain **one** strength and **one** weakness of measuring accident frequency. [4]
- 8
- (a) Outline what Maslow meant by 'physiological needs' and 'social needs'. [2]
  - (b) Suggest **one** way in which achievement of social needs could be measured, other than by interview. [2]
  - (c) Explain **one** strength and **one** weakness of using a telephone interview to gather data on need theories of motivation. [4]

## Section B

Answer **one** question from this section.

### Clinical Psychology

- 9 (a) Plan an experiment to investigate which anti-depressant drug is more effective for treating depression.

Your plan must include details about:

- experimental design
- type of experiment.

[10]

- (b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your experiment. [4]

(c) (i) Explain **one** reason for your choice of experimental design. [2]

(ii) Explain **one** weakness of your choice of experimental design. [2]

(iii) Explain **one** reason for your choice of type of experiment. [2]

### Consumer Psychology

- 10 (a) Plan a study using a questionnaire with closed questions to investigate the effectiveness of multiple unit pricing on purchases from a supermarket.

Your plan must include details about:

- the questionnaire technique
- descriptive statistics.

[10]

- (b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your study. [4]

(c) (i) Explain **one** reason for your choice of questionnaire technique. [2]

(ii) Explain **one** weakness of using closed questions in your study. [2]

(iii) Explain **one** reason for your choice of descriptive statistics. [2]

### Health Psychology

- 11 (a) Plan a study using a face-to-face interview to investigate patients' preference for the clothing their doctors wear.

Your plan must include details about:

- question scoring/interpretation
- interview format.

[10]

- (b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your study. [4]

(c) (i) Explain **one** reason for your choice of question scoring/interpretation. [2]

(ii) Explain **one** weakness of using a face-to-face interview in your study. [2]

(iii) Explain **one** reason for your choice of interview format. [2]

### Organisational Psychology

- 12 (a) Plan an experiment to investigate the effect of **one** physical work condition, other than temperature, on the productivity of workers.

Your plan must include details about:

- dependent variable
- ethical guidelines.

[10]

- (b) For **one** piece of psychological knowledge on which your plan is based:

(i) Describe this psychological knowledge. [4]

(ii) Explain how you used **two** features of this psychological knowledge to plan your experiment. [4]

(c) (i) Explain **one** reason for your choice of dependent variable. [2]

(ii) Explain **one** weakness with your choice of type of experiment. [2]

(iii) Explain **one** reason for your choice of an ethical guideline that you followed. [2]





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