



# Cambridge International AS & A Level

**PSYCHOLOGY**

**9990/42**

Paper 4 Specialist Options: Application

**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.  
Section A: answer **two** questions.  
Section B: answer **one** question.  
Section C: 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. Blank pages are indicated.

## Section A

You must answer **two** questions from this section.  
Answer all the parts for the two questions you choose.

## Psychology and abnormality

- 1 The Beck depression inventory (BDI) includes 21 items, all of which are assessed on a four-point scale. One of the items is 'irritation', as shown below.

0 I am no more irritated by things than I ever was.  
1 I am slightly more irritated now than usual.  
2 I am quite annoyed or irritated a good deal of the time.  
3 I feel irritated all the time.

- (a) State **two** items from the BDI, other than 'irritation'. [2]
- (b) Explain the theory on which the BDI is based. [4]
- (c) (i) Suggest how the reliability of the BDI could be assessed. [2]  
(ii) Suggest how the validity of the BDI could be assessed. [2]
- (d) Discuss the strengths and weaknesses of using self-report questionnaires to measure depression. You should include a conclusion in your answer. [5]

## Psychology and consumer behaviour

- 2 A company wants to increase sales of canned soup. They want customers to buy 2, 3, 4 or even 10 cans, rather than buying only one. They apply some of the point of purchase promotion techniques, e.g. multiple unit pricing, suggested by Wansink et al. (1998).

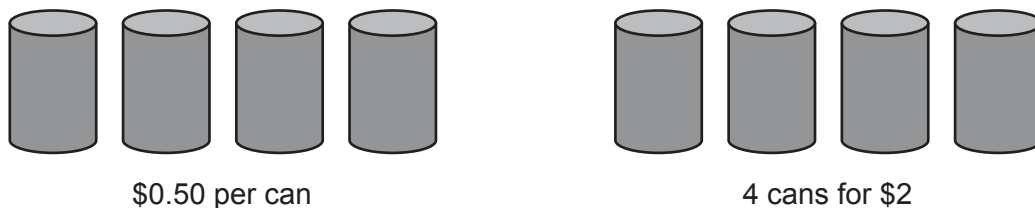


Fig. 2.1

- (a) Explain what is meant by 'multiple unit pricing'. [2]
- (b) Suggest **two** other point of purchase promotion techniques that increase sales, using examples to support your answer. [4]
- (c) Explain **one** strength and **one** weakness of using students as participants in research on purchase quantity decisions. [4]
- (d) Discuss the advantages and disadvantages of conducting laboratory experiments to investigate purchase quantity decisions. You should include a conclusion in your answer. [5]

## Psychology and health

3

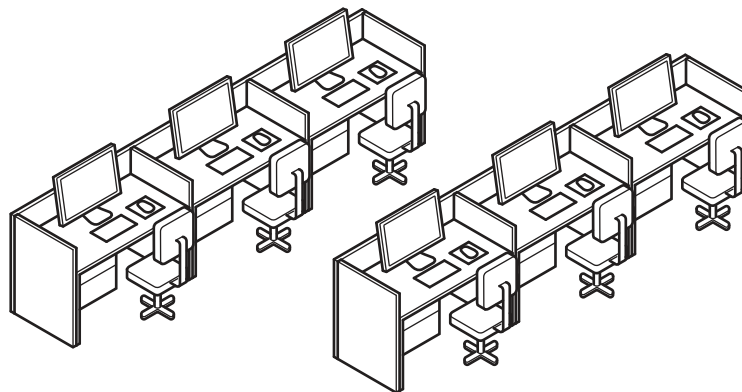


**Fig. 3.1**

- (a) Explain what is meant by a 'psychometric test'. [2]
- (b) Explain the difference between 'acute pain' and 'chronic pain', using an example of each. [4]
- (c) Suggest **one** advantage and **one** disadvantage of using a clinical interview to measure pain. Use an example in your answer. [4]
- (d) Discuss the strengths and weaknesses of using psychometric tests to measure pain. You should include a conclusion in your answer. [5]

## Psychology and organisations

- 4 Oldham and Brass (1979) studied open plan offices, such as shown in Fig. 4.1.



**Fig. 4.1**

- (a) Explain what is meant by an 'open plan office'. [2]
- (b) Suggest **two** job characteristics that may be affected by office design. [4]
- (c) Outline **two** of the dependent variables (outcome measures) in the study by Oldham and Brass. [4]
- (d) Discuss the advantages and disadvantages of gathering qualitative data using interviews to study workers' views of open plan offices. You should include a conclusion in your answer. [5]

**Section B**

You must answer **one** question from this section.

**Psychology and abnormality**

- 5 (a) Design a longitudinal study to investigate whether electro-convulsive therapy (ECT) as a treatment for depression has side effects. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

**Psychology and consumer behaviour**

- 6 (a) Design an experiment to investigate the difference between high self-monitors and low self-monitors in relation to brand recognition. [10]
- (b) Explain the psychological and methodological evidence on which your experiment is based. [8]

**Psychology and health**

- 7 (a) Design a study using a questionnaire to investigate gender differences in rational non-adherence to medical requests. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

**Psychology and organisations**

- 8 (a) Design a study to investigate worker preference for the metropolitan or the continental rapid rotation system of shiftwork. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

**Section C**

You must answer **one** question from this section.

**Psychology and abnormality**

- 9 *'Cognitive explanations of schizophrenia ignore the effects of nature.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

**Psychology and consumer behaviour**

- 10 *'Field experiments on consumer behaviour conducted in one country, such as that on choice blindness by Hall et al. (2010), cannot be generalised to other countries.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

**Psychology and health**

- 11 *'Improving practitioner style will have no effect on adherence to medical advice.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

**Psychology and organisations**

- 12 *'Maslow's hierarchy of needs is culturally biased because it was developed in the United States.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]





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