

Psychology and abnormality

Answer **all** questions.

- 1 (a) Outline the behavioural explanation of phobias. [2]
- (b) Describe the Generalised Anxiety Disorder assessment (GAD-7). [4]
- (c) Explain **one** strength and **one** weakness of the GAD-7. [6]
- 2 (a) Describe characteristics and assessment of schizophrenia spectrum and psychotic disorders. [8]
- (b) Evaluate characteristics and assessment of schizophrenia spectrum and psychotic disorders, including a discussion of validity. [10]

Psychology and consumer behaviour

Answer **all** questions.

- 3 (a) Outline the AIDA model of advertising. [2]
- (b) Describe the study by Kohli et al. (2007) on effective slogans. [4]
- (c) Explain **two** strengths of the study by Kohli et al. [6]
- 4 (a) Describe what psychologists have discovered about packaging, positioning and placement of the product (gift-wrapping, product colour and associative learning, attention and shelf position). [8]
- (b) Evaluate what psychologists have discovered about packaging, positioning and placement of the product (gift-wrapping, product colour and associative learning, attention and shelf position), including a discussion of self-reports. [10]

Psychology and health

Answer **all** questions.

- 5 (a) Outline **one** symptom of Munchausen syndrome. [2]
- (b) Describe the findings of the study by McKinstry and Wang (1991) of non-verbal communications in the patient–practitioner relationship. [4]
- (c) Explain **two** weaknesses of the study by McKinstry and Wang. [6]
- 6 (a) Describe what psychologists have discovered about improving adherence to medical advice. [8]
- (b) Evaluate what psychologists have discovered about improving adherence to medical advice, including a discussion of experiments. [10]

Psychology and organisations

Answer **all** questions.

- 7 (a) Outline the two factor theory of job satisfaction (Herzberg, 1959). [2]
- (b) Describe the job descriptive index (JDI) developed by Smith et al. (1969). [4]
- (c) Explain **one** similarity and **one** difference between the JDI and the quality of working life (QWL) questionnaire (Walton, 1974). [6]
- 8 (a) Describe what psychologists have discovered about group conflict in organisations. [8]
- (b) Evaluate what psychologists have discovered about group conflict in organisations, including a discussion of individual and situational explanations. [10]

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