



# Cambridge International AS & A Level

## PSYCHOLOGY

9990/31

Paper 3 Specialist Options: Approaches, Issues and Debates

October/November 2024

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 Jude has a phobia of some foods. This affects his everyday life because he is anxious when other people are eating these foods near him.  
  
Suggest how systematic desensitisation could treat Jude's phobia. [4]
- 2 (a) Outline the reductionism side of the reductionism versus holism debate. [2]  
  
(b) Explain how the biochemical explanation of schizophrenia is reductionist. [2]
- 3 Aisha finds she has trouble relaxing. She visits her doctor, who suggests using the Generalised Anxiety Disorder assessment (GAD-7).  
  
(a) Suggest **two** reasons why the doctor wants to use the GAD-7 with Aisha. [4]  
  
(b) Explain **one** weakness of the GAD-7. [2]
- 4 (a) Describe the study by Lovell et al. (2006) on treatment of obsessive-compulsive disorder (OCD) using telephone administered cognitive-behavioural therapy (CBT). [6]  
  
(b) Evaluate the study by Lovell et al., including a discussion of reliability.  
  
Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

## Section B: Consumer Psychology

Answer **all** questions.

- 5 An online grocery retailer currently uses a grid layout in its virtual store.  
Suggest **two** effects on customers if the store changes to a freeform layout in its virtual store. [4]
- 6 (a) Outline **one** example of how psychologists can use children in psychological research when investigating the topic of brand awareness and recognition. [2]  
(b) Explain **one** strength of using children in psychological research when investigating the topic of brand awareness and recognition. [2]
- 7 Priya is the new manager of a restaurant. She believes that the introduction of background music at the restaurant will improve the atmosphere.  
(a) Suggest **two** features of the background music that Priya should choose to improve the atmosphere in her restaurant. [4]  
(b) Explain **one** problem of introducing background music in her restaurant. [2]
- 8 (a) Describe what psychologists have discovered about consumer behaviour and personal space:  
  - personal space at restaurant tables (including Hall's four zones), and
  - overload, arousal and behaviour constraint. [6]
(b) Evaluate what psychologists have discovered about consumer behaviour and personal space:  
  - personal space at restaurant tables (including Hall's four zones), and
  - overload, arousal and behaviour constraint, including a discussion of cultural differences.

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

### Section C: Health Psychology

Answer **all** questions.

- 9** A teacher sees one class of 11-year-olds eating too much unhealthy food. She wants to promote healthy eating.

Suggest how the teacher could decrease the amount of unhealthy food eaten by the children in this class. [4]

- 10 (a)** Outline what is meant by free-will, including an example from positive psychology. [2]

**(b)** Explain **one** reason why positive psychology can be considered to be deterministic. [2]

- 11** Nadim has been feeling stressed at work but feels relaxed at home. His practitioner is concerned about the effect of this stress on Nadim.

**(a)** Suggest how his practitioner could compare Nadim's stress at home and at work, using **two** different biological measures. [4]

**(b)** For **one** of the measures of stress you suggested in part **(a)**:  
Explain **one** weakness of this measure of stress. [2]

- 12 (a)** Describe explanations of why patients do not adhere to medical advice (rational non-adherence and Health Belief Model). [6]

**(b)** Evaluate explanations of why patients do not adhere to medical advice (rational non-adherence and Health Belief Model), including a discussion of applications to everyday life.

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

## Section D: Organisational Psychology

Answer **all** questions.

- 13** Koffi is the manager of an important project. The project is demanding and the team members have never worked together. Koffi knows about Forsyth's cognitive limitations and errors.

Suggest **two** cognitive limitations/errors that could cause problems for the team members. [4]

- 14 (a)** Outline what is meant by social loafing at work. [2]

**(b)** Explain **one** practical application that could reduce social loafing at work. [2]

- 15** In a cake factory there are different jobs:

- Factory workers put the finished cakes into boxes.
- Factory supervisors check that the factory workers put the cakes into boxes correctly.
- The factory manager of the whole factory is in charge of the factory supervisors.

- (a)** For each of the jobs below, identify **one** of Kelley's five followership styles that would help them to be effective in their work. Include a reason for each answer. You must **not** choose the same followership style for both jobs.

**(i)** A factory worker. [2]

**(ii)** A factory supervisor. [2]

- (b)** Explain **one** weakness of Kelley's followership styles. [2]

- 16 (a)** Describe what psychologists have discovered about measuring job satisfaction:

- the job descriptive index (JDI), and
- Walton's quality of working life (QWL). [6]

- (b)** Evaluate what psychologists have discovered about measuring job satisfaction:

- the job descriptive index (JDI), and
  - Walton's quality of working life (QWL),
- including a discussion of psychometrics.

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





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