



Cambridge International AS & A Level

PSYCHOLOGY

9990/03

Paper 3 Specialist Options: Approaches, Issues and Debates

For examination from 2024

SPECIMEN PAPER

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 **6** 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 James has a mood (affective) disorder and has started to receive rational emotive behaviour therapy (REBT). At the first session, James tells the therapist that he has been having problems at work. He feels that he has nothing to contribute in his team. He also thinks that his manager does not like him and this is causing him distress.
- Explain how REBT can help James with his distress. [4]
- 2 (a) Outline what is meant by the nature versus nurture debate. [2]
- (b) Explain **one** weakness of explanations for impulse control disorders from the nature side of the debate. [2]
- 3 (a) Asha is a student at school who has been diagnosed with bipolar disorder.
- Explain how **two** characteristics of this disorder might affect Asha at school. [4]
- (b) Explain **one** strength of the diagnostic guidelines of mood (affective) disorders. [2]
- 4 (a) Describe the psychological explanations (cognitive, behavioural and psychodynamic) of obsessive-compulsive disorder (OCD). [6]
- (b) Evaluate the psychological explanations (cognitive, behavioural and psychodynamic) of obsessive-compulsive disorder (OCD), including a discussion of individual and situational explanations. [10]

Section B: Consumer Psychology

Answer **all** questions.

- 5 Company X knows that customers use a compensatory decision-making strategy when purchasing expensive items from their website.

Suggest **two** ways that knowledge of compensatory strategies could be used to design Company X's website to encourage customers to purchase an expensive item. [4]

- 6 Research has suggested that shelf position affects purchasing decisions.

(a) Outline what is meant by determinism, using an example about shelf position of a product. [2]

(b) Explain **one** strength of determinism, using an example about shelf position of a product. [2]

- 7 (a) Dina is a washing machine salesperson. She wants to use one of Cialdini's six ways to close a sale with a customer.

(i) Outline how Dina could use **one** of Cialdini's six ways to close a washing machine sale. [2]

(ii) Explain why this way would help Dina to close a washing machine sale. [2]

(b) Explain **one** weakness of this way to close a washing machine sale. [2]

- 8 (a) Describe what psychologists have discovered about:
- advertising and consumer personality including self-monitoring
 - how product placement in films affects choice. [6]

(b) Evaluate what psychologists have discovered about:

- advertising and consumer personality including self-monitoring
- how product placement in films affects choice,

including a discussion about quantitative and qualitative data. [10]

Section C: Health Psychology

Answer **all** questions.

- 9** Khaleel works for a small company. He is experiencing stress at work because of changes in his working hours caused by staff shortages.

Suggest **two** appropriate ways that his employers could measure his stress levels. [4]

- 10 (a)** Outline what is meant by the nomothetic approach, using an example from a source of stress. [2]

(b) Explain **one** weakness of the nomothetic approach, using an example from a source of stress. [2]

- 11 (a)** Mr Mallick works in a school of 11–14-year-old students. He wants to increase the self-esteem of his class by using positive psychology.

Suggest **two** ways Mr Mallick could use positive psychology to increase his students' self-esteem. [4]

(b) For **one** of the ways to increase self-esteem that you suggested in part **(a)**:

Explain **one** weakness of this way to increase self-esteem. [2]

- 12 (a)** Describe the study by Savage and Armstrong (1990) on the effect of a general practitioner's consulting style on patients' satisfaction. [6]

(b) Evaluate this study by Savage and Armstrong, including a discussion about generalisations from findings. [10]

Section D: Organisational Psychology

Answer **all** questions.

- 13** Shanjida has recently been appointed as manager of the production department of a car factory. She has been told to increase production in her department.
- (a) Suggest **one** of Muczyk and Reimann's styles of leader behaviour that Shanjida could consider using to manage her team. [2]
- (b) Explain why the style of leader behaviour you suggested in part (a) could lead to an increase in production. [2]
- 14** (a) Outline **one** universalist theory of leadership. [2]
- (b) Explain how the universalist theory of leadership that you outlined in part (a) is reductionist. [2]
- 15** (a) Suggest **two** ways a manager in an organisation could avoid groupthink in the decision-making of one of their teams. [4]
- (b) For **one** of the ways to avoid groupthink that you suggested in part (a):
Explain **one** weakness of this way to avoid groupthink. [2]
- 16** (a) Describe what psychologists have discovered about:
- the impact of physical work conditions on productivity and the Hawthorne effect
 - the impact of the design of the work environment focusing on open plan offices. [6]
- (b) Evaluate what psychologists have discovered about:
- the impact of physical work conditions on productivity and the Hawthorne effect
 - the impact of the design of the work environment focusing on open plan offices, including a discussion about experiments. [10]

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