

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

PSYCHOLOGY 9990/31

Paper 3 Specialist Options: Theory

May/June 2018
1 hour 30 minutes

No Additional Materials are required.

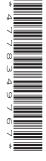
READ THESE INSTRUCTIONS FIRST

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

There is a choice of four specialist options in this question paper. In each of your **two** chosen specialist options, answer **all** questions.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.



International Examinations

Psychology and abnormality

Answer all questions.

1	(a)	Explain what is meant by 'body dysmorphic disorder' (BDD).	[2]		
	(b)	Describe the biomedical explanation of obsessive-compulsive disorder (OCD).	[4]		
	(c)	Explain one similarity and one difference between the biomedical explanation of obsessi compulsive disorder (OCD) and one other explanation of this disorder.	ive- [6]		
2	(a)	Describe the treatment and management of schizophrenia and delusional disorder.	[8]		
	(b)	Evaluate the treatment and management of schizophrenia and delusional disorder, include a discussion of determinism.	ding [10]		
Psychology and consumer behaviour					
Answer all questions.					
3	(a)	Explain what is meant by 'customer focused sales technique' used for selling a product.	[2]		
	(b)	Describe how the data was collected in the study by Porublev et al. (2009) on gift wrappi	ing. [4]		
	(c)	Explain two weaknesses of the study by Porublev et al. (2009).	[6]		
4	(a)	Describe what psychologists have discovered about intuitive thinking and its imperfections consumer decision-making.	s in [8]		
	(b)	Evaluate what psychologists have discovered about intuitive thinking and its imperfections consumer decision-making, including a discussion of the experimental method.	s in [10]		

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Psychology and health

Answer all questions.

5	(a)	Outline one type of non-adherence to medical advice.	[2]		
	(b)	Yokley and Glenwick (1984) used six groups with different motivational conditions to comparadherence to medical advice for child immunisation.	re		
		Describe two of these conditions.	[4]		
	(c)	Explain one strength and one weakness of an independent measures design, using the study Yokley and Glenwick (1984) as an example.	dy [6]		
6	(a)		es [8]		
	(b)	Evaluate what psychologists have discovered about health promotion in schools, worksite and communities, including a discussion about validity.	es 0]		
		Psychology and organisations			
Answer all questions.					
7	(a)	Explain what is meant by 'intrinsic motivation' in relation to work.	[2]		
	(b)	Describe the hierarchy of needs (Maslow, 1970).	[4]		
	(c)	Explain one similarity and one difference between the hierarchy of needs and one other need theory of motivation to work.	er [6]		
8	(a)		in [8]		
	(b)	Evaluate what psychologists have discovered about group development and roles organisations, including a discussion of reductionism.	in 0]		

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4

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