

**PSYCHOLOGY**

9990/42

October/November 2020

1 hour 30 minutes

You will need: Answer booklet (enclosed)

- 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.

- 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 Miller (2010) proposed impulse control therapy which he developed from his feeling-state theory of impulse control disorders. This therapy uses what Miller calls the impulse control disorder protocol (ICDP), a procedure which uses a modified form of eye movement desensitisation and reprocessing (EMDR).
- (a) Explain what is meant by eye movement desensitisation and reprocessing (EMDR). [2]
 - (b) Outline the procedure used in impulse control therapy, including reference to EMDR. [4]
 - (c) (i) Suggest **one** similarity between impulse control therapy and imaginal desensitisation. [2]
 - (ii) Suggest **one** difference between impulse control therapy and imaginal desensitisation. [2]
 - (d) Discuss the strengths and weaknesses of using self-report data from people with addictions. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

- 2 The success of the disrupt-then-reframe (DTR) technique (Kardes et al., 2007)
- Experiment 1 shows that the DTR technique increases retail sales in a supermarket setting.
Experiment 2 shows that the DTR technique increases the willingness to pay to join a student interest group.
Experiment 3 shows that the DTR technique increases student support for a tuition fee increase.
- (a) Explain what is meant by the 'disrupt-then-reframe' technique. [2]
 - (b) (i) Explain how an independent measures design was used in Experiment 1. [2]
 - (ii) Suggest why this experimental design was used, rather than **one** other experimental design. [2]
 - (c) Suggest **two** advantages of conducting field experiments, using examples from this study. [4]
 - (d) Discuss the ethics of using the disrupt-then-reframe technique to sell a product. You should consider both sides of the argument and include a conclusion. [5]

Psychology and health

3

Fox et al. (1987) used token economy with miners

The yearly costs, adjusted for hours worked and inflation, resulting from accidents and injuries at the Navajo mine

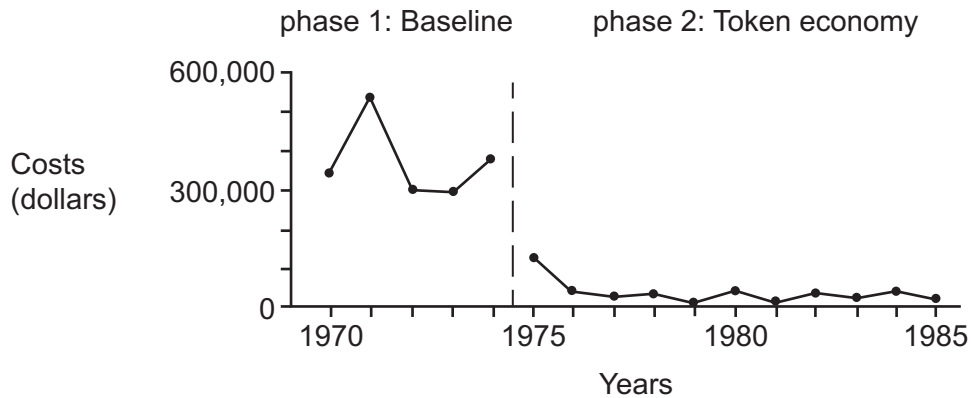


Fig. 3.1

- (a) Give **two** conclusions from Fig. 3.1. [2]
- (b) Outline **two** measures of safety behaviour used to gather data in the study by Fox et al. (1987). [4]
- (c) Explain **two** reasons why the decrease in costs between phase 1 and phase 2 may **not** be due to the token economy. [4]
- (d) Discuss whether the findings of this study can be generalised. You should consider both sides of the argument and include a conclusion. [5]

Psychology and organisations

4 Fiedler (1967) proposed a contingency theory.

Leader member relations: good or poor
 Task structure: high or low
 Position power: strong or weak

- (a) Explain what is meant by a 'contingency theory' of leadership. [2]
- (b) (i) Explain how Fiedler used the Least-Preferred Co-worker (LPC) questionnaire. [2]
- (ii) Suggest **one** disadvantage of using this questionnaire with workers. [2]
- (c) Explain how **one** alternative theory of leadership considers individual differences between workers. [4]
- (d) Discuss the usefulness of theories of leadership to the management of an organisation. You should consider both sides of the argument and include a conclusion. [5]

Section B

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

Psychology and abnormality

- 5 (a) Design a study using an observation to investigate the characteristics of addiction in people with kleptomania. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and consumer behaviour

- 6 (a) Design a study to investigate the effect of musical style on spending in different types of restaurant. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and health

- 7 (a) Design a study using an interview to investigate the causes of stress at work in nurses. [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 which type of 'need for achievement' is **most** likely to motivate workers. [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 *'Medical techniques, such as drugs, can treat all patients with depression effectively.'*

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 *'Determinism: Retail ambience may affect shoppers' emotional states, but does not determine their reason to shop.'*

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 *'Physiological measures of stress are much more useful than psychological measures.'*

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 *'Situational leadership is irrelevant if the individual leader is a universalist 'great man or woman'.'*

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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