



Cambridge International AS & A Level

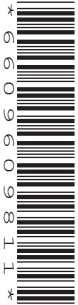
PSYCHOLOGY

9990/33

Paper 3 Specialist Options: Theory

October/November 2022

1 hour 30 minutes



You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **four** questions in total:
Answer questions from **two** options.
For each chosen option, answer **all** questions.
- 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 **4** pages. Any blank pages are indicated.

Psychology and abnormality

Answer **all** questions.

- 1 (a) Outline the cognitive explanation of depression (Beck, 1979). [2]
- (b) Describe the study by Oruc et al. (1997) about a biological explanation for bipolar disorder. [4]
- (c) Explain **two** strengths of the study by Oruc et al. [6]
- 2 (a) Describe characteristics of obsessive-compulsive and related disorders (types, examples/case studies, measures). [8]
- (b) Evaluate characteristics of obsessive-compulsive and related disorders (types, examples/case studies, measures), including a discussion of qualitative and quantitative data. [10]

Psychology and consumer behaviour

Answer **all** questions.

- 3 (a) Outline an associative learning explanation for consumers' preference for product colour (Grossman and Wisenblit, 1999). [2]
- (b) Outline **two** methods used to collect data in the study by Porublev et al. (2009) on gift-wrapping. [4]
- (c) Explain **one** strength and **one** weakness of the study by Porublev et al. [6]
- 4 (a) Describe what psychologists have discovered about environmental influences on consumers (cognitive maps of retail locations, crowding in retail environments, shopper movement patterns). [8]
- (b) Evaluate what psychologists have discovered about environmental influences on consumers (cognitive maps of retail locations, crowding in retail environments, shopper movement patterns), including a discussion of cultural bias. [10]

Psychology and health

Answer **all** questions.

- 5 (a) Identify **two** of the measures used in the five-city project on health promotion in communities (Farquhar et al., 1985). [2]
- (b) Describe the study on health promotion in worksites by Fox et al. (1987). [4]
- (c) Explain **one** strength and **one** weakness of longitudinal research, using the study by Fox et al. as an example. [6]
- 6 (a) Describe what psychologists have discovered about patient and practitioner diagnosis and style (practitioner style, practitioner diagnosis, disclosure of information). [8]
- (b) Evaluate what psychologists have discovered about patient and practitioner diagnosis and style (practitioner style, practitioner diagnosis, disclosure of information), including a discussion of field experiments. [10]

Psychology and organisations

Answer **all** questions.

- 7 (a) Give the equation proposed by Vroom (1964) to calculate motivation. [2]
- (b) Outline **two** non-monetary rewards that are motivators at work. [4]
- (c) Explain **one** strength and **one** weakness of using non-monetary rewards as motivators at work. [6]
- 8 (a) Describe what psychologists have discovered about group decision-making in organisations (the decision-making process, groupthink, cognitive limitations and errors). [8]
- (b) Evaluate what psychologists have discovered about group decision-making in organisations (the decision-making process, groupthink, cognitive limitations and errors), including a discussion of practical applications. [10]

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.