



Cambridge International AS & A Level

PSYCHOLOGY

9990/42

Paper 4 Specialist Options: Application

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.
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.

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.

Section A

You must answer **two** questions from this section.
Answer all the parts for the two questions you choose.

Psychology and abnormality

- 1 The Blood Injection Phobia Inventory (BIPI) is a questionnaire with items about phobic situations. The participants rate their cognitive, behavioural and physiological responses to these phobic situations on four-point scales. Fig. 1.1 shows one of these items.

Item 5. When I hear a conversation about blood.

Type of response	Response statement	four-point scale			
		never	sometimes	almost always	always
Cognitive	I think I'm going to faint.	0	1	2	3
Behavioural	I escape from the situation immediately.	0	1	2	3
Physiological	Response X	0	1	2	3

Fig. 1.1

- (a) Suggest **one** physiological response statement that could be used for Response X in Fig. 1.1. [2]
- (b) Suggest **two** strengths of using a four-point scale to measure anxiety in people with blood injection phobia. [4]
- (c) (i) Suggest **one** way in which anxiety in people with blood injection phobia could be measured, other than using a rating scale. [2]
- (ii) Suggest **one** weakness with the measure you suggested in (c)(i). [2]
- (d) Discuss the strengths and weaknesses of using quantitative data to assess blood injection phobia. You should include a conclusion in your answer. [5]

Psychology and consumer behaviour

- 2 Results of Experiment 1 by Woods et al. on the effect of background noise on food perception are shown in Fig. 2.1:

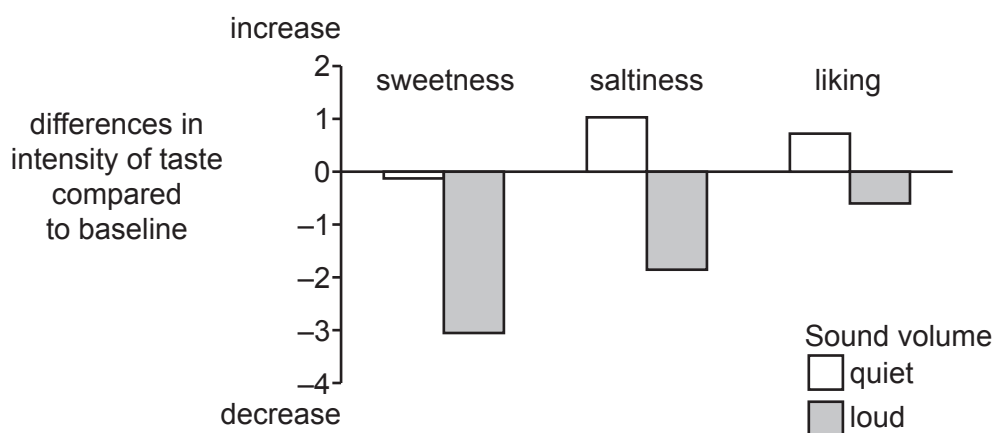


Fig. 2.1

- (a) Identify the conditions (levels) of the independent variable from the data in Fig. 2.1. [2]
- (b) Give **two** findings from the data in Fig. 2.1. [4]
- (c) (i) Explain the experimental design that was used by Woods et al. in Experiment 1. [2]
- (ii) Suggest **one** problem if an alternative experimental design had been used. [2]
- (d) Discuss the strengths and weaknesses of using laboratory experiments to investigate the effect of background noise on consumer behaviour. You should include a conclusion in your answer. [5]

Psychology and health

- 3** Psychologists have developed their understanding of pain and how to manage it. Three different techniques to manage pain are:
- 'alternative techniques'
 - 'psychological techniques'
 - 'medical techniques'.

There is a debate about which technique is most effective in managing pain.

- (a) Explain what is meant by the term 'pain'. [2]
- (b) Outline **two** 'alternative techniques' that can be used to manage pain. [4]
- (c) (i) Outline how **one** 'psychological technique' can be used to manage pain. [2]
- (ii) Give **one** difference between 'psychological techniques' and 'alternative techniques' to manage pain. [2]
- (d) Discuss the strengths and weaknesses of using 'medical techniques' to manage pain. You should include a conclusion in your answer. [5]

Psychology and organisations

- 4 The success of a leader could be due to how well followers can follow them. Kelley (1988) described the different qualities and types of followers and within this description he included a diagram. Fig. 4.1 is based on this diagram.

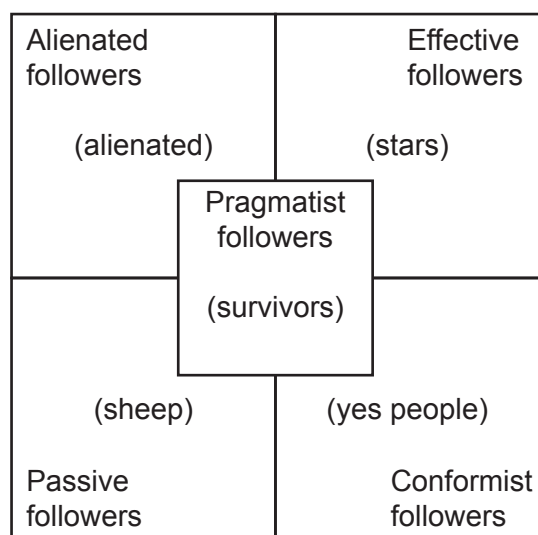


Fig. 4.1

- (a) Explain what is meant by 'followership'. [2]
- (b) Explain **two** qualities of effective followers from Kelley (1988). [4]
- (c) Give **two** differences between alienated followers (alienated) and conformist followers (yes people). [4]
- (d) Discuss whether Kelley's types of followers can be applied to all organisations. 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 to investigate the effectiveness of a biomedical treatment (SSRIs) for obsessive-compulsive disorder (OCD). [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and consumer behaviour

- 6 When looking at a drinks menu in a restaurant, some people would choose the first item listed and some people would choose the last item listed.
- (a) Design a study using a questionnaire to investigate whether drinks menu item choice is influenced by primacy or recency. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and health

- 7 (a) Design a case study to investigate whether providing information is an effective way to promote good dental health. [10]
- (b) Explain the psychological and methodological evidence on which your study is based. [8]

Psychology and organisations

- 8 Tuckman outlined different stages of group development.
- (a) Design a study using observation to identify whether a group in an organisation is 'forming' or 'norming'. [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 *'The cognitive explanation of phobias is better than all other explanations.'*

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 *'Shopper movement patterns are of no use to understanding shopper behaviour.'*

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 *'The strength of the Yale model of communication is its holism rather than its reductionism.'*

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 *'Having both LPI-Self and LPI-Observer questionnaires in the Leadership Practices Inventory (LPI) is of no practical value.'*

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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