

# 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**

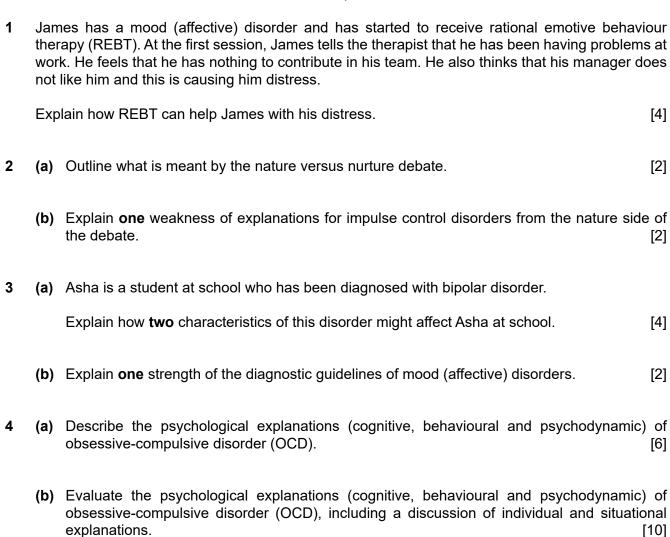
- The total mark for this paper is 60.
- The number of marks for each question or part question is shown in brackets [ ].



# Answer questions from **two** options. Answer **all** questions from the options you have studied.

#### **Section A: Clinical Psychology**

Answer **all** questions.



#### **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 She has been told to increase production in her department.		injida has recently been appointed as manager of the production department of a car factor has been told to increase production in her department.	ıry.
	(a)	Suggest <b>one</b> of Muczyk and Reimann's styles of leader behaviour that Shanjida consider using to manage her team.	uld [2]
	(b)	Explain why the style of leader behaviour you suggested in part <b>(a)</b> could lead to an increa in production.	se [2]
14	(a)	Outline <b>one</b> universalist theory of leadership.	[2]
	(b)		ist [2]
15	(a)	Suggest <b>two</b> ways a manager in an organisation could avoid groupthink in the decision making of one of their teams.	on- [4]
	(b)	For <b>one</b> of the ways to avoid groupthink that you suggested in part (a):	
		Explain <b>one</b> 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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