

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 obsessive-compulsive disorder (OCD) and **one** other explanation of this disorder. [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, including a discussion of determinism. [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 wrapping. [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 in consumer decision-making. [8]
- (b) Evaluate what psychologists have discovered about intuitive thinking and its imperfections in consumer decision-making, including a discussion of the experimental method. [10]

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 compare adherence to medical advice for child immunisation.
- Describe **two** of these conditions. [4]
- (c) Explain **one** strength and **one** weakness of an independent measures design, using the study by Yokley and Glenwick (1984) as an example. [6]
- 6 (a) Describe what psychologists have discovered about health promotion in schools, worksites and communities. [8]
- (b) Evaluate what psychologists have discovered about health promotion in schools, worksites and communities, including a discussion about validity. [10]

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. [6]
- 8 (a) Describe what psychologists have discovered about group development and roles in organisations. [8]
- (b) Evaluate what psychologists have discovered about group development and roles in organisations, including a discussion of reductionism. [10]

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