



Cambridge International AS & A Level

PSYCHOLOGY

9990/31

Paper 3 Specialist Options: Theory

May/June 2020

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. Blank pages are indicated.

Psychology and abnormality

Answer **all** questions.

- 1 (a) Explain how SSRIs treat obsessive-compulsive disorder (OCD). [2]
- (b) Lehmkuhl et al. (2008) treated a boy called Jason who had OCD.
- Describe how exposure and response prevention treatment was used to reduce Jason's symptoms. [4]
- (c) Discuss the validity of the study by Lehmkuhl et al. [6]
- 2 (a) Describe explanations of depression. [8]
- (b) Evaluate explanations of depression, including a discussion of practical applications. [10]

Psychology and consumer behaviour

Answer **all** questions.

- 3 (a) Explain the purpose of background music played in consumer environments. [2]
- (b) Describe the study by North et al. (2003) on music in restaurants. [4]
- (c) Explain **one** strength and **one** weakness of the study by North et al. [6]
- 4 (a) Describe what psychologists have learned about consumer decision-making (models, strategies, marketing theories). [8]
- (b) Evaluate what psychologists have learned about consumer decision-making (models, strategies, marketing theories), including a discussion about reductionism. [10]

Psychology and health

Answer **all** questions.

- 5 (a) Explain what is meant by a 'psychological measure' of stress. [2]
- (b) Describe **one** physiological measure of stress. [4]
- (c) Explain **one** strength and **one** weakness of the physiological measure described in (b). [6]
- 6 (a) Describe what psychologists have discovered about improving adherence to medical advice. [8]
- (b) Evaluate what psychologists have discovered about improving adherence to medical advice, including a discussion about ethics. [10]

Psychology and organisations

Answer **all** questions.

- 7 (a) Explain what is meant by 'extrinsic motivation' in relation to work. [2]
- (b) Describe how employees can be motivated by **two** monetary reward systems. [4]
- (c) For **one** of the monetary reward systems you referred to in (b):
Explain **one** strength and **one** weakness of this reward system for an organisation. [6]
- 8 (a) Describe theories of job satisfaction. [8]
- (b) Evaluate theories of job satisfaction, including a discussion about determinism. [10]

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