

**PSYCHOLOGY**

**9990/31**

Paper 3 Specialist Options: Theory

**October/November 2018**

**1 hour 30 minutes**

No Additional Materials are required.

**READ THESE INSTRUCTIONS FIRST**

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

There is a choice of four specialist options in this question paper. In each of your **two** chosen specialist options, answer **all** questions.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **3** printed pages, **1** blank page and **1** Insert.

**Psychology and abnormality**

Answer **all** questions.

- 1 (a) Explain what is meant by a 'button phobia'. [2]
- (b) Describe cognitive-behavioural therapy (CBT) as a treatment for a button phobia. [4]
- (c) Explain **one** strength and **one** weakness of cognitive-behavioural therapy (CBT) as a treatment for anxiety disorders. [6]
- 2 (a) Describe explanations of depression. [8]
- (b) Evaluate explanations of depression, including a discussion of nature versus nurture. [10]

**Psychology and consumer behaviour**

Answer **all** questions.

- 3 (a) Explain what is meant by a 'model of communication' with reference to advertising. [2]
- (b) Describe McCarthy's '4 Ps marketing mix' model of advertising. [4]
- (c) Explain **one** similarity and **one** difference between McCarthy's 4 Ps marketing mix model of advertising and Lauterborn's 4 Cs marketing mix model of advertising. [6]
- 4 (a) Describe what psychologists have discovered about sound and consumer behaviour. [8]
- (b) Evaluate what psychologists have discovered about sound and consumer behaviour, including a discussion on ecological validity. [10]

**Psychology and health**

Answer **all** questions.

- 5 (a) Explain what is meant by 'stimulation therapy/TENS' in the management and treatment of pain. [2]
- (b) Describe **one** way of measuring pain. [4]
- (c) Discuss the validity of the measure of pain that you described in part (b). [6]
- 6 (a) Describe what psychologists have discovered about the misuse of health services. [8]
- (b) Evaluate what psychologists have discovered about the misuse of health services, including a discussion about generalisability. [10]

**Psychology and organisations**

Answer **all** questions.

- 7 (a) Explain what is meant by 'groupthink'. [2]
- (b) Describe strategies to avoid groupthink. [4]
- (c) Discuss the applications of these strategies to everyday life in organisations. [6]
- 8 (a) Describe what psychologists have discovered about health and safety in the working environment. [8]
- (b) Evaluate what psychologists have discovered about health and safety in the working environment, including a discussion about qualitative and quantitative data. [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 International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cie.org.uk](http://www.cie.org.uk) after the live examination series.

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