



**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]

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