

Psychology and abnormality

Answer **all** questions.

- 1 (a) Explain what is meant by a 'non-substance addictive disorder'. [2]
- (b) Describe covert sensitisation for treating and managing impulse control disorders. [4]
- (c) Explain **one** similarity and **one** difference between covert sensitisation and **one** biochemical treatment for managing impulse control disorders. [6]
- 2 (a) Describe explanations of phobias. [8]
- (b) Evaluate explanations of phobias, including a discussion of determinism. [10]

Psychology and consumer behaviour

Answer **all** questions.

- 3 (a) Explain what is meant by 'attention and shelf position' and its effect on product choice. [2]
- (b) Describe the 'consumer decision model' for buying a product. [4]
- (c) Explain **one** strength and **one** weakness of the 'consumer decision model' for buying a product. [6]
- 4 (a) Describe what psychologists have discovered about menu design psychology. [8]
- (b) Evaluate what psychologists have discovered about menu design psychology, including a discussion on validity. [10]

Psychology and health

Answer **all** questions.

- 5 (a) Explain what is meant by 'practitioner and patient interpersonal skills'. [2]
- (b) Describe the study by Robinson and West (1992) on disclosure of information to a practitioner. [4]
- (c) Explain **one** strength and **one** weakness of the study by Robinson and West (1992). [6]
- 6 (a) Describe what psychologists have discovered about individual factors in changing health beliefs. [8]
- (b) Evaluate what psychologists have discovered about individual factors in changing health beliefs, including a discussion of individual and situational explanations. [10]

Psychology and organisations

Answer **all** questions.

- 7 (a) Explain what is meant by 'adaptive leadership'. [2]
- (b) Describe **two** of the three levels of leadership from Scouller (2011). [4]
- (c) Discuss the applications of everyday life in organisations of the three levels of leadership proposed by Scouller (2011). [6]
- 8 (a) Describe what psychologists have discovered about attitudes to work. [8]
- (b) Evaluate what psychologists have discovered about attitudes to work, including a discussion about generalisations. [10]

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