



**Psychology and abnormality**

Answer **all** questions.

- 1 (a) Explain what is meant by 'schizophrenia'. [2]
- (b) Describe the genetic explanation of schizophrenia, as outlined by Gottesman and Shields (1972). [4]
- (c) Explain **one** similarity and **one** difference between cognitive and genetic explanations of schizophrenia. [6]
- 2 (a) Describe the treatment and management of depression. [8]
- (b) Evaluate the treatment and management of depression, including a discussion of ethics. [10]

**Psychology and consumer behaviour**

Answer **all** questions.

- 3 (a) Explain what is meant by the term 'choice heuristics' in consumer decision-making. [2]
- (b) Outline **two** aims of the study by Wansink et al. (1998) on consumer decision-making. [4]
- (c) Explain the validity of the study by Wansink et al. (1998). [6]
- 4 (a) Describe what psychologists have discovered about communication and advertising models. [8]
- (b) Evaluate what psychologists have discovered about communication and advertising models, including a discussion about applications to everyday life. [10]

**Psychology and health**

Answer **all** questions.

- 5 (a) Explain what is meant by 'self-reports' as a subjective measure of non-adherence to medical advice. [2]
- (b) From the health belief model by Becker and Rosenstock (1974):
- (i) State **two** beliefs of this model. [2]
- (ii) Explain how **one** of these beliefs applies to non-adherence to medical advice. [2]
- (c) Explain **one** strength and **one** weakness of the health belief model, as applied to non-adherence to medical advice. [6]
- 6 (a) Describe what psychologists have discovered about patient and practitioner diagnosis and style. [8]
- (b) Evaluate what psychologists have discovered about patient and practitioner diagnosis and style, including a discussion about validity. [10]

**Psychology and organisations**

Answer **all** questions.

- 7 (a) Explain what is meant by 'open plan offices'. [2]
- (b) Describe the findings of the study by Cowpe (1989) of a safety promotion campaign to avoid chip pan fires. [4]
- (c) Explain **one** strength and **one** weakness of the study by Cowpe (1989) of a safety promotion campaign to avoid chip pan fires. [6]
- 8 (a) Describe what psychologists have discovered about cognitive theories about motivation to work. [8]
- (b) Evaluate what psychologists have discovered about cognitive theories about motivation to work, including a discussion about determinism. [10]

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