



# Cambridge International AS & A Level

**PSYCHOLOGY**

**9990/32**

Paper 3 Specialist Options: Theory

**October/November 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) Outline **two** characteristics of schizophrenia. [2]
- (b) Describe token economy (Paul and Lentz, 1977) as a treatment for schizophrenia and delusional disorder. [4]
- (c) Discuss the ethics of using token economies as a treatment for schizophrenia and delusional disorder. [6]
- 2 (a) Describe explanations of obsessive-compulsive disorder (OCD). [8]
- (b) Evaluate explanations of obsessive-compulsive disorder (OCD), including a discussion of determinism. [10]

**Psychology and consumer behaviour**

Answer **all** questions.

- 3 (a) Identify **two** common menu design mistakes, as outlined by Pavesic (2005). [2]
- (b) Describe **two** findings of the study by Gil et al. (2009) on shopper movement patterns. [4]
- (c) Explain **one** strength and **one** weakness of the study by Gil et al. [6]
- 4 (a) Describe what psychologists have discovered about choice heuristics in consumer decision-making (availability/representativeness, anchoring and purchase quantity decisions, pre-cognitive decisions). [8]
- (b) Evaluate what psychologists have discovered about choice heuristics in consumer decision-making (availability/representativeness, anchoring and purchase quantity decisions, pre-cognitive decisions), including a discussion of ecological validity. [10]

**Psychology and health**

Answer **all** questions.

- 5 (a) Explain what is meant by 'acute' pain. [2]
- (b) Describe the UAB pain behaviour scale as a measure of pain. [4]
- (c) Explain **two** strengths of the UAB pain behaviour scale. [6]
- 6 (a) Describe what psychologists have discovered about practitioner and patient interpersonal skills (non-verbal communications and verbal communications). [8]
- (b) Evaluate what psychologists have discovered about practitioner and patient interpersonal skills (non-verbal communications and verbal communications), including a discussion of quantitative and qualitative data. [10]

**Psychology and organisations**

Answer **all** questions.

- 7 (a) Explain what is meant by a 'continental rota' in shiftwork. [2]
- (b) Outline **two** types of bullying at work from the study by Einarsen (1999). [4]
- (c) Explain **two** weaknesses of the study by Einarsen (1999). [6]
- 8 (a) Describe what psychologists have discovered about group decision-making in organisations. [8]
- (b) Evaluate what psychologists have discovered about group decision-making in organisations, including a discussion of generalisations. [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 Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cambridgeinternational.org](http://www.cambridgeinternational.org) after the live examination series.

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