



# Cambridge International AS & A Level

**PSYCHOLOGY**

**9990/41**

Paper 4 Specialist Options: Application

**October/November 2021**

**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.  
Section A: answer **two** questions.  
Section B: answer **one** question.  
Section C: answer **one** question.
- 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 **8** pages. Any blank pages are indicated.

**Section A**

You must answer **two** questions from this section.  
Answer all the parts for the two questions you choose.

**Psychology and abnormality**

- 1 A woman was treated by Glover (2011) for kleptomania. She had a 14-year history of daily compulsive shoplifting and was treated with covert sensitisation. At a 19-month follow-up she was free of stealing behaviour apart from one lapse, and there were corresponding improvements in her self-esteem and socialisation.
- (a) Explain what is meant by 'covert sensitisation'. [2]
  - (b) Outline how the aversive stimulus was used in the study by Glover (2011) to treat the woman's kleptomania. [4]
  - (c) Give **two** differences between covert sensitisation and imaginal desensitisation. [4]
  - (d) Discuss the advantages and disadvantages of using covert sensitisation to treat impulse control disorders. You should include a conclusion in your answer. [5]

**Psychology and consumer behaviour**

- 2 Machleit et al. (2000) found that perceived crowding in shops, created by manipulating either human (social) density or spatial density, changed levels of pleasure and satisfaction.
- (a) Explain what is meant by 'perceived crowding'. [2]
  - (b) (i) Explain the difference between 'human density' and 'spatial density'. [2]  
(ii) Outline the questionnaire that Machleit et al. (2000) used to measure perceived crowding. [2]
  - (c) Suggest how **one** model of the 'effects of ambience' explains how perceived crowding can make the ambience of a shop less pleasant. [4]
  - (d) Discuss the strengths and weaknesses of using questionnaires to investigate the effect of crowding when shopping in a retail store. You should include a conclusion in your answer. [5]

### Psychology and health

- 3 The consequences of irregular treatment and poor inhalation technique for children with asthma are linked to more hospitalisations and increased morbidity. The 'Funhaler'<sup>™</sup> is a novel spacer device for asthma, devised by Watt et al. (2003) which aims to improve adherence.
- (a) Describe how the Funhaler<sup>™</sup> differs from other spacer devices. [2]
- (b) Suggest why the Funhaler<sup>™</sup> is a 'behavioural technique' to improve adherence. [4]
- (c) Suggest **two** reasons why children may **not** adhere and therefore fail to take prescribed medication. [4]
- (d) Discuss the advantages and disadvantages of conducting studies on non-adherence in children. You should include a conclusion in your answer. [5]

### Psychology and organisations

- 4 Fig. 4.1 is an example of a question about the quality of working life from the QWL questionnaire (Walton, 1974).

<i>How satisfied are you with the work influence on your family life/routine?</i>				
Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied
1	2	3	4	5

**Fig. 4.1**

- (a) Explain what is meant by 'quality of working life'. [2]
- (b) Outline **two** of the eight 'key components' used to assess quality of working life. [4]
- (c) (i) Suggest how the reliability of the QWL questionnaire could be assessed. [2]
- (ii) Suggest how the validity of the QWL questionnaire could be assessed. [2]
- (d) Discuss the advantages and disadvantages of using a five-point scale to measure quality of working life. You should include a conclusion in your answer. [5]

**Section B**

You must answer **one** question from this section.

**Psychology and abnormality**

- 5 (a) Design a study to investigate the long-term effectiveness of applied tension. [10]  
(b) Explain the psychological and methodological evidence on which your study is based. [8]

**Psychology and consumer behaviour**

- 6 Product placement can be used in different ways, in media such as films.  
(a) Design a study to investigate which of three chocolate products placed in a film in different ways will be noticed **most** by participants. [10]  
(b) Explain the psychological and methodological evidence on which your study is based. [8]

**Psychology and health**

- 7 The health belief model provides many reasons to explain why people do not adhere to medical requests.  
(a) Design a study to investigate which reasons for non-adherence are **most** common in people from different age groups. [10]  
(b) Explain the psychological and methodological evidence on which your study is based. [8]

**Psychology and organisations**

- 8 When goal-setting, some organisations set workers targets and some organisations do not.  
(a) Design a study to investigate the extent to which setting targets motivates workers. [10]  
(b) Explain the psychological and methodological evidence on which your study is based. [8]

**Section C**

You must answer **one** question from this section.

**Psychology and abnormality**

- 9 *'Even though little Hans was just one child, the psychoanalytic explanation of phobias can be generalised to everyone.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

**Psychology and consumer behaviour**

- 10 *'There is no need to gather qualitative data when conducting studies on menu item position.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

**Psychology and health**

- 11 *'Young people have unrealistic optimism therefore do **not** think it is necessary to prevent stress.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]

**Psychology and organisations**

- 12 *'Workers do **not** have the need to achieve; they just need to work hard to earn money.'*

To what extent do you agree with this statement? Use examples of research you have studied to support your answer. [12]





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