



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education
Advanced Subsidiary Level and Advanced Level

PSYCHOLOGY

9698/03

Paper 3 Written

For Examination from 2012

SPECIMEN PAPER

3 hours

Additional Materials: Answer Booklet/Paper

READ THESE INSTRUCTIONS FIRST

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet.

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

Do not use staples, paper clips, highlighters, glue or correction fluid.

There is a choice of five specialist options in this question paper. You must answer questions from **two** specialist options.

Answer the question in Section A

Answer the question in Section B

Answer **one** question in Section C

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **6** printed pages.



Psychology and Education**Section A**

Answer this question.

- 1 (a) Explain, in your own words, what is meant by the term 'teaching style'. [2]
- (b) Describe **one** way in which learning styles have been measured. [4]

Section B

Answer this question.

- 2 (a) Describe what psychologists have discovered about motivation and educational performance. [8]
- (b) Both cognitive and behaviourist perspectives have contributed to our understanding of motivation and educational performance. Use your knowledge of what psychologists have discovered about motivation and educational performance to discuss which of these perspectives has made the greatest contribution. [12]

Section C

Answer **one** question.

- 3 Derek is a new teacher. He has a class of six-year-olds. He wants to make subjects like history and geography interesting for them. He has found out about different cognitive theories of learning on his teaching course.
- (a) Describe how **one** named cognitive theory helps to explain children's learning. [6]
- (b) Suggest how Derek could teach a named school subject using the theory you have described in part (a). [8]
- 4 Tatiana is the teacher of a class of ten-year-olds. She has one child who is disruptive because he continually gets out of his seat and walks around the classroom. Tatiana wants to know how she can correct this behaviour.
- (a) Describe **one** corrective strategy for disruptive behaviour. [6]
- (b) Using evidence, explain how Tatiana would use this corrective strategy in her classroom. [8]

Psychology and Health**Section A**

Answer this question.

- 5 (a) Explain, in your own words, what is meant by 'health promotion in schools'. [2]
- (b) Outline the Yale model of communication. [4]

Section B

Answer this question.

- 6 (a) Describe what psychologists have discovered about the patient-practitioner relationship. [8]
- (b) Psychologists have explored adherence to medical advice by collecting both qualitative and quantitative data. Evaluate the usefulness of qualitative and quantitative data in investigating adherence to medical advice. [12]

Section C

Answer **one** question.

- 7 Jane is a hospital nurse. One of her jobs is to assess how much pain patients are in and she is used to using self-report methods. She has moved from a ward with adult patients to a children's ward.
- (a) Describe how Jane could assess pain in the children. [6]
- (b) Explain why this measure of pain is more suitable for children than methods Jane might have used with adult patients. [8]
- 8 Habacuc is a heart surgeon. However, he thinks that his patients do not always recover quickly because they do not always take the medicine he prescribes.
- (a) Describe what advice psychologists could give to Habacuc about measuring adherence to medical requests objectively in his patients. [6]
- (b) Explain why you think an objective measure would be more suitable for Habacuc to use than a more subjective measure. [8]

Psychology and Environment**Section A**

Answer this question.

- 9 (a) Explain, in your own words, what is meant by 'urban renewal'. [2]
- (b) Describe **one** study showing the effects of urban living on social behaviour, such as Amato (1983). [4]

Section B

Answer this question.

- 10 (a) Describe what psychologists have discovered about natural disaster and/or technological catastrophe. [8]
- (b) Evaluate what psychologists have discovered about natural disaster and/or technological catastrophe in terms of the validity of the research. [12]

Section C

Answer **one** question.

- 11 Konrad is the manager of a large shop. He thinks that playing music will encourage shoppers to spend money. He is trying to find out what sort of music to play, and how it will affect the shoppers. He is also concerned about the effect the music will have on his staff in terms of their performance.
- (a) Describe how music can affect performance. [6]
- (b) The staff need to perform tasks such as stacking shelves and attending to customers. Use evidence to explain how the music might affect their performance. [8]
- 12 Eseci goes to the shops by bus, but she does not like doing so because the bus is always very crowded and this causes her a lot of stress.
- (a) Describe ways in which Eseci could reduce the effects of crowding on public transport. [6]
- (b) Explain how you would find out whether Eseci's stress had been reduced. [8]

Psychology and Abnormality**Section A**

Answer this question.

- 13 (a) Explain, in your own words, what is meant by 'classifying abnormality'. [2]
- (b) Describe **one** way in which abnormality is classified. [4]

Section B

Answer this question.

- 14 (a) Describe what psychologists have learned about schizophrenia. [8]
- (b) Some theories of schizophrenia take a nature perspective, others a nurture perspective. Use evidence to justify why **either** nature **or** nurture is more important in explaining schizophrenia. [12]

Section C

Answer **one** question.

- 15 Dr Phillips has two patients with depression. One, Kate, is a new patient who has never had depressive symptoms before but is finding coping very difficult indeed. The other patient, Sally, has been depressed for a long time and Dr Phillips has tried all kinds of different treatments without much success.
- (a) Describe **one** suitable treatment for Kate. [6]
- (b) Name **one** suitable treatment for Sally that is *different* from the one you described for Kate. Explain why this choice is more appropriate for Sally. [8]
- 16 Dr Euripedes works in a mental health unit caring for patients with schizophrenia. Most of the patients have been given anti-psychotics and electroconvulsive therapy. Dr Euripedes believes that their behaviour can best be improved using a token economy system.
- (a) Describe how the cognitive approach explains schizophrenia. [6]
- (b) Use evidence to explain how a token economy system could help Dr Euripedes to improve the behaviour of his patients. [8]

Psychology and Organisations**Section A**

Answer this question.

- 17 (a) Explain, in your own words, what is meant by 'need theory of motivation'. [2]
- (b) Outline the theory of achievement motivation proposed by McClelland (1965). [4]

Section B

Answer this question.

- 18 (a) Describe what psychologists have discovered about leadership and management. [8]
- (b) Some psychologists believe that leaders are born and others believe that they are made. Evaluate the usefulness of the nature/nurture debate applied to leadership. [12]

Section C

Answer **one** question.

- 19 Edward is frustrated. His senior management team never seem to be able to make a decision. When one of them makes a proposal another argues for the opposite. They often end up arguing.
- (a) Describe explanations of groupthink and group polarisation. [6]
- (b) Explain how Edward can avoid groupthink to prevent his team from making poor decisions. [8]
- 20 Eliani is a consultant organisational psychologist. She has been invited by the manager of a large organisation to investigate low levels of job satisfaction in his workers.
- (a) Describe **one** theory explaining attitudes to work. [6]
- (b) Explain how Eliani can measure the job satisfaction of the workers. [8]

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