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) What do Gottesman and Shields (1972) mean by the term ‘genetic explanation of schizophrenia’? [2]

(b) Describe the cognitive explanation of schizophrenia, as outlined by Frith (1992). [4]

(c) Compare the cognitive explanation of schizophrenia with one other explanation of schizophrenia. [6]

2  (a) Describe techniques for treating and managing impulse control disorders and non-substance addictive disorder. [8]

(b) Evaluate techniques for treating and managing impulse control disorders and non-substance addictive disorder, including a discussion of usefulness of different approaches. [10]

Psychology and consumer behaviour

Answer all questions.

3  (a) Explain what is meant by the term ‘choice blindness’. [2]

(b) Outline the findings of the study into advertising and false memory by Braun-LaTour et al. (2004). [4]

(c) Discuss the practical applications of conducting research into advertising and false memory. [6]

4  (a) Describe what psychologists have discovered about advertising applications. [8]

(b) Evaluate what psychologists have discovered about advertising applications, including a discussion on cultural bias. [10]
Psychology and health

Answer all questions.

5 (a) What does Melzack (1965) mean by the term ‘gate control theory’? [2]

(b) Describe the paediatric pain questionnaire proposed by Varni and Thompson (1976). [4]

(c) Discuss the weaknesses of pain measures for children. [6]

6 (a) Describe what psychologists have discovered about sources of stress. [8]

(b) Evaluate what psychologists have discovered about the sources of stress, including a discussion of individual and situational explanations. [10]

Psychology and organisations

Answer all questions.

7 (a) Explain what is meant by ‘the leader-member exchange model’ (Dansereau, 1994). [2]

(b) Describe one way of measuring leadership. [4]

(c) Discuss one strength and one weakness of the way of measuring leadership that you described in part (b). [6]

8 (a) Describe what psychologists have discovered about temporal conditions of work environments. [8]

(b) Evaluate what psychologists have discovered about temporal conditions of work environments, including a discussion of the use of quantitative and qualitative data. [10]