

Psychology and abnormality

Answer **all** questions.

- 1 (a) Explain what is meant by 'electro-convulsive therapy' (ECT) as a treatment for schizophrenia. [2]
- (b) The study by Freeman (2008) used virtual reality to assess symptoms of schizophrenia. Describe the procedure of this study. [4]
- (c) Discuss the reliability of this procedure. [6]
- 2 (a) Describe the treatment and management of impulse control disorders and non-substance addictive disorder. [8]
- (b) Evaluate the treatment and management of impulse control disorders and non-substance addictive disorder, including a discussion of the application of psychology to everyday life. [10]

Psychology and consumer behaviour

Answer **all** questions.

- 3 (a) Explain what is meant by a 'cognitive map' in relation to retail environments. [2]
- (b) Describe the self-report used in the study by Machleit et al. (2000) on crowding in retail environments. [4]
- (c) Explain **one** strength and **one** weakness of self-reports, using the Machleit et al. study as an example. [6]
- 4 (a) Describe what psychologists have discovered about types of advertising and advertising techniques. [8]
- (b) Evaluate what psychologists have discovered about types of advertising and advertising techniques, including a discussion on the use of children in psychological research. [10]

Psychology and health

Answer **all** questions.

- 5 (a) Explain how a biochemical test can be used to measure non-adherence to medical advice. [2]
- (b) Describe **two** guidelines given by Ley (1988) for improving practitioner style that should improve adherence to medical advice. [4]
- (c) Explain **one** strength and **one** weakness of the guidelines given by Ley (1988). [6]
- 6 (a) Describe what psychologists have discovered about the management of stress. [8]
- (b) Evaluate what psychologists have discovered about the management of stress, including a discussion about ethics. [10]

Psychology and organisations

Answer **all** questions.

- 7 (a) Outline **one** type of job absenteeism. [2]
- (b) Describe the Minnesota satisfaction questionnaire (Weiss et al., 1967). [4]
- (c) Explain **one** similarity and **one** difference between the Minnesota satisfaction questionnaire and **one** other questionnaire used to measure job satisfaction. [6]
- 8 (a) Describe what psychologists have discovered about motivators at work (e.g. intrinsic and extrinsic motivation, rewards). [8]
- (b) Evaluate what psychologists have discovered about motivators at work, including a discussion of reductionism. [10]

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