

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Pearson BTEC  
Level 3 Nationals  
Certificate

Centre Number

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Learner Registration Number

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**Monday 13 May 2019**

Afternoon (Time: 1 hour 30 minutes)

Paper Reference **21331L**

**Applied Psychology**

**Unit 1: Psychological Approaches and Applications**

**You do not need any other materials.**

Total Marks

### Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*

### Information

- The total mark for this paper is 72.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*

### Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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**SECTION A**

**Answer ALL questions. Write your answers in the spaces provided.**

Gemma is 36 years of age and is a nursery nurse. She has a six-year-old son called Jack who loves to explore and discover new things. Gemma believes Jack's sense of adventure comes from her actively encouraging him to build his own understanding of the world. Recently, however she has noticed that Jack has become more aggressive. Gemma has made a link between the length of time he spends playing on his game console and watching television.

**1** State what is meant by 'cognitive assumptions'. (1)

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**2** Describe the role of schemas in shaping Jack's understanding of the world. (2)

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**3** Jack is a typical six-year-old boy and his behaviour is very much influenced by others. Describe how imitation may explain changes in Jack's behaviour. (2)

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4 (a) State what is meant by 'vicarious reinforcement'.

(1)

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(b) Gemma has recently noticed that Jack has become more aggressive when playing in a group.

Describe **two** strategies Gemma could use to promote good behaviour.

(4)

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5 Harris, Bargh and Brownell (2009) demonstrated the priming effects of television food advertising on eating behaviour.

Explain why children such as Jack are susceptible to priming effects from food advertising.

(4)

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6 Jack has never been interested in going to the cinema. However, now his friends go regularly, he also wants to go.

State what is meant by the 'Bandwagon Effect'.

(1)

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**QUESTION 7 BEGINS ON THE NEXT PAGE.**



7 Gemma would say that Jack is very much a boy, and loves his rough and tumble.  
Discuss how Jack's gender is socially determined.

(9)

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**TOTAL FOR SECTION A = 24 MARKS**



**SECTION B**

**Answer ALL questions. Write your answers in the spaces provided.**

Chloe is 18 years of age and has just started university. Although she is enjoying student life she has felt pressured to 'act like everyone else' in order to fit in and be accepted.

**8** State what is meant by the term 'stereotype'. (1)

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**9** Describe **one** effect of stereotyping. (3)

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**10** Explain **two** ways, using the social approach, that Chloe's university friends may socially influence her. (4)

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The use of celebrities in advertising campaigns is excellent in grabbing people's attention by creating societal stereotypes and influencing individuals to conform.

**11** State what is meant by the term 'subliminal messaging'. (1)

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**12** State what is meant by the term 'neuromarketing'. (1)

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**13** Describe how the concept of neuromarketing may influence consumer spending. (3)

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**14** Identify **two** factors that may influence a person to conform. (2)

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15 Discuss how the use of celebrities in advertising may influence social norms.

(9)

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**TOTAL FOR SECTION B = 24 MARKS**



**SECTION C**

**Answer ALL questions. Write your answers in the spaces provided.**

Tommy is 58 years of age and currently living in Oakdene, a care home. He moved into the home six months ago following a road traffic accident that affected both his physical mobility and memory. Tommy's recovery is slow as he has had to relearn many of his old skills. He finds it difficult to accept his current condition and is sometimes moody and aggressive with staff and other residents.

**16** Identify **two** factors that can lead to memory loss. (2)

- 1 .....
- 2 .....

**17** Tommy's main carer is Ian. When Tommy was first admitted to Oakdene, Ian was informed that one of Tommy's symptoms was confabulation.

Explain what is meant by 'confabulation'. (2)

- .....
- .....
- .....

**18** Part of Tommy's rehabilitation is focused on learning and relearning skills.

Explain how operant conditioning may be used as part of Tommy's rehabilitation. (3)

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**19** Tommy sometimes gets very frustrated and has a tendency to be physically violent towards other residents and staff.

State what is meant by 'instrumental aggression'.

(1)

**20** Describe **one** cognitive approach to understanding aggression.

(3)

**21** Explain **two** features of evolutionary theory that may explain Tommy's aggression.

(4)

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**TOTAL FOR SECTION C = 24 MARKS**  
**TOTAL FOR PAPER = 72 MARKS**



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