Candidate surname | Other names

**Pearson BTEC
Level 3 Nationals
Certificate**

Centre Number

Learner Registration Number

Tuesday 14 January 2020

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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Pearson

Read the following scenario carefully. The questions in this section relate to this scenario.

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

> Ben is a 14-year-old boy. The headteacher at his school is meeting with Ben's mother. He explains that Ben is doing well in some subjects, including Maths and Science, but not in other subjects like Art. In this way, Ben is very different from his sister, Alice, who is doing GCSE Art. The headteacher is worried as Ben is one of a group of boys who do not clear away their rubbish at lunchtimes. These boys have been heard to say that clearing up after meals is 'girls' work'. Ben's mother says she is surprised to hear this as he is always helpful around the house; this weekend he helped his Dad to put up some shelves.

1 Psychologists could use the social approach to explain Ben's behaviour.

Give **one** key assumption from the social approach.

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(Total for Question 1 = 1 mark)

2 (a) State the meaning of social categorisation.

(1)

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(b) Give **one** example of social categorisation.

(1)

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(Total for Question 2 = 2 marks)

Ben strongly believes subjects like Art are 'for girls' whilst subjects such as Maths are 'for boys'. Ben remembers his previous marks for Maths as being better than they really were. This effect was studied by Chartard et al (2007).

3 Explain why the Chartard et al (2007) study could be used to understand Ben's memory of his marks for Maths.

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(Total for Question 3 = 3 marks)

4 Explain **one** type of conformity that could be a reason for Ben's behaviour at lunchtimes.

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(Total for Question 4 = 3 marks)

5 Give the meaning of gender.

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(Total for Question 5 = 1 mark)

Testosterone is a sex hormone that may explain gender.

6 Give **two** pieces of information from the scenario that would suggest Ben has high levels of the sex hormone testosterone.

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(Total for Question 6 = 2 marks)

Ben thinks that doing well in Maths and Science is important for his future. He believes it is important for men to have well-paid jobs.

7 Describe how evolutionary psychology could be a reason for Ben believing men should have well-paid jobs.

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(Total for Question 7 = 3 marks)

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Question 8 is on the next page

8 Discuss how the cognitive approach could help psychologists understand the formation of Ben's gender.

In your answer you should consider:

- the role of biases
- gender schema theory.

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(Total for Question 8 = 9 marks)

TOTAL FOR SECTION A = 24 MARKS

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SECTION B starts on the next page

SECTION B

Read the following scenario carefully. The questions in this section relate to this scenario.

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

> Janet owns a coffee shop. She wants to attract customers to the shop more often and encourage them to buy food as well as drinks. Janet will give customers a free biscuit when they buy a hot drink. She will also reduce the price of cakes for the rest of the month. Janet will put up posters outside the shop to advertise her cake offer. The posters have the words 'Coffee & Cake' on them in big letters. Janet has had some paper napkins made that have a picture of a cup of coffee next to a piece of cake.

9 Psychologists could use the learning approach to explain Janet's decisions.

Give **one** key assumption from the learning approach.

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(Total for Question 9 = 1 mark)

Psychologists think that several kinds of priming can influence behaviour.

10 Give **one** example of associative priming from the scenario.

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(Total for Question 10 = 1 mark)

11 Describe, using operant conditioning, how the free biscuit will encourage people to visit the coffee shop more often.

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(Total for Question 11 = 3 marks)

12 Describe, using classical conditioning, how reducing the price of cakes for the rest of the month will encourage people to buy more cakes.

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(Total for Question 12 = 3 marks)

Janet is pleased when her customers give her good reviews online.

13 State the meaning of social proof.

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(Total for Question 13 = 1 mark)

Janet was still not selling many cakes. She decided to invite some of her friends to the shop to eat free cakes at busy times. Now sales of cakes have improved.

14 Explain, using social learning theory, **one** reason why sales of cakes have now improved.

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(Total for Question 14 = 3 marks)

Some of Janet's customers would like to bring their dogs to her coffee shop. This is a problem because Janet is afraid of dogs. Research in psychology suggests that Janet's fear may be because of classical conditioning.

15 Explain **one** limitation of the study by Watson and Raynor (1920), which conditioned 'Little Albert' to fear a white rat.

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(Total for Question 15 = 3 marks)

Janet has been reading about a business that owns 200 coffee shops. The business is using the biological approach to help sell more products.

16 Discuss how the biological approach could be used to help Janet.

Your answer should consider:

- neuromarketing
- scanning techniques.

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(Total for Question 16 = 9 marks)

TOTAL FOR SECTION B = 24 MARKS

SECTION C starts on the next page

SECTION C

Read the following scenario carefully. The questions in this section relate to this scenario.

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

> The TV news reports that a man has been arrested for the violent robbery of a jewellery store. The TV news claims that the man has been in trouble before and he has several family members, including a brother, who have served prison sentences for aggressive crimes. During the man's interview, he told the police he had been playing a violent video game just before he committed the crime.

17 Some people believe that playing a violent video game before the robbery may have caused the man to commit the crime.

Give **one** concept from the cognitive approach to understanding aggression that could support this belief.

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(Total for Question 17 = 1 mark)

18 Describe what psychologists mean by fundamental attribution error.

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(Total for Question 18 = 2 marks)

Reconstructive theory suggests that eyewitnesses of the violent robbery may not give accurate descriptions of what they saw.

19 Explain why eyewitness descriptions of the violent robbery may not have been accurate. Use **two** concepts from reconstructive memory in your answer.

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Concept 2: ....

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(Total for Question 19 = 6 marks)

20 Explain how genetics could be a reason for the man's aggressive behaviour.

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(Total for Question 20 = 3 marks)

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Harlow (1868) described the case of Phineas Gage. In an accident an iron rod passed through Phineas' head. After this accident, Phineas became aggressive.

21 Explain **one** strength of the case study of Phineas Gage (Harlow,1868).

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(Total for Question 21 = 3 marks)

At the end of the news, the newsreader said that aggressive behaviour seems to have become 'the norm' in society.

22 Discuss social explanations for the man's aggression.

Your answer should consider:

- social / group norms
- stereotypes.

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(Total for Question 22 = 9 marks)

TOTAL FOR SECTION C = 24 MARKS

TOTAL FOR PAPER = 72 MARKS

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