

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Centre Number

Learner Registration Number

Pearson BTEC
Level 3 Nationals
Certificate

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Friday 8 January 2021

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.

George is a 49-year-old man who lives in a residential home for adults with learning difficulties. One morning, a carer tells George that there will be fish for dinner that evening, with strawberries for pudding. In the afternoon, George tells another resident: 'We are having fish and chips for dinner, and strawberries and cream for pudding.'

1 Give **one** key assumption of the cognitive approach.

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(Total for Question 1 = 1 mark)

2 Give **one** example of confabulation from the scenario.

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(Total for Question 2 = 1 mark)

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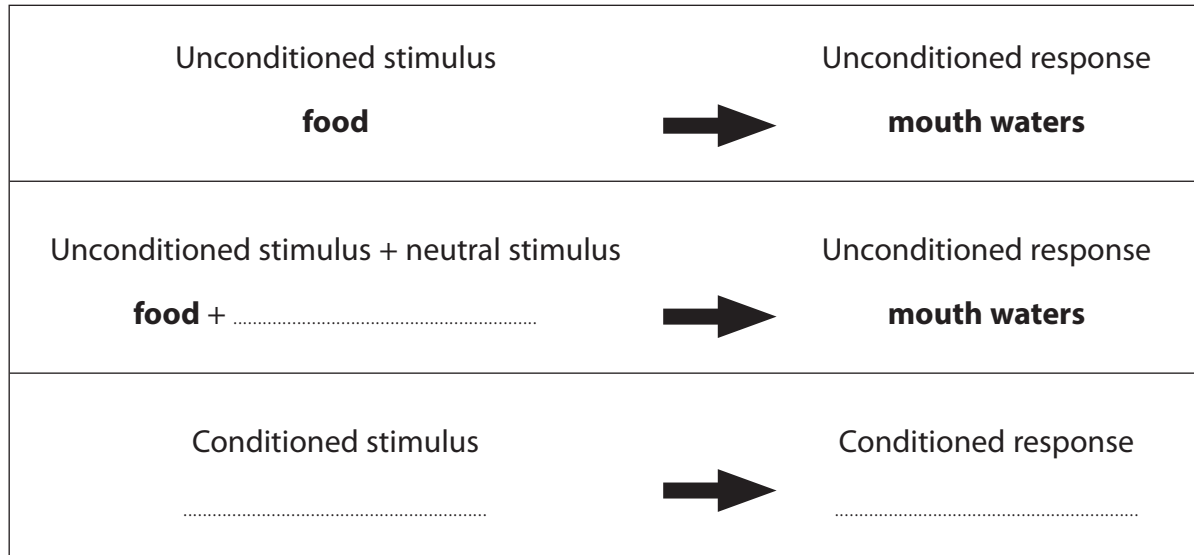
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The food served at the residential home is delicious. George says his mouth begins to water when he hears the sound of the food trolley being pushed along the corridor.

3 Complete the diagram to explain why George's mouth begins to water when he hears the sound of the food trolley.



(Total for Question 3 = 3 marks)



Residents at the home are given stickers when they carry out chores, such as making their beds and clearing away their plates. Skinner (1932) studied the effect of consequences on the rate of formation of a conditioned reflex.

- 4 Explain, using Skinner (1932), the effect that receiving stickers will have on the behaviour of the residents.

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(Total for Question 4 = 3 marks)

Some psychologists think that gender can be understood using conditioning.

- 5 Explain **one** limitation of using conditioning to understand gender.

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(Total for Question 5 = 3 marks)

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George volunteers to 'take charge' of organising a cricket match for some of the residents. Psychologists believe the sex hormone testosterone influences gender before and after birth.

6 Explain the effects of testosterone on George's gender at **two** points during his development.

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(Total for Question 6 = 4 marks)

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(Total for Question 7 = 9 marks)

TOTAL FOR SECTION A = 24 MARKS



SECTION B

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

A footwear company makes wellies (waterproof rubber boots) for people to wear when it is muddy and wet. The wellies are made in either black or green, however recent research has shown that these colours only appeal to dog walkers and farmers. The company has decided to make a new range of brightly coloured wellies. It hopes they will be more popular with young people and festival goers.

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

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(Total for Question 8 = 1 mark)

9 Give **two** examples of social categorisation from the scenario.

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(Total for Question 9 = 2 marks)

Amara, Kylie and Jasmine are going to a festival. Amara and Kylie have each bought a pair of the brightly coloured wellies. Jasmine was going to buy black wellies but decided to buy brightly coloured wellies too.

10 Explain why Jasmine also buys a pair of the brightly coloured wellies. You must use **one** explanation of conformity in your answer.

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(Total for Question 10 = 2 marks)

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An advert for the brightly coloured wellies is shown on a television screen in a shoe shop window. Groups of shoppers stop to watch it. Harris, Bargh and Brownell, (2009) studied the effect of television food advertising on eating behaviour.

11 (a) Explain, using the study by Harris, Bargh and Brownell (2009), how watching the advert before entering the store could affect the behaviour of shoppers.

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(b) Explain **one** limitation of using the study by Harris, Bargh and Brownell (2009) to understand the likely behaviour of the shoppers.

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(Total for Question 11 = 6 marks)

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The brightly coloured wellies are made from recycled materials. A famous environmental campaigner has posted a positive review of them on social media. Many of his followers have posted photos of themselves wearing the wellies on their own social media accounts.

12 Explain how social proof and the bandwagon effect could influence the number of pairs of wellies the company sells.

Social proof:

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The bandwagon effect:

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(Total for Question 12 = 4 marks)

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(Total for Question 13 = 9 marks)

TOTAL FOR SECTION B = 24 MARKS



SECTION C

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

Patryk and Hannah have just got married and are holding a party for their family to celebrate. Hannah planned all the details of the party herself; there are lots of balloons, a band is playing music, there is a buffet, and also a bar. One of the bar-workers is new and has never served drinks before. Her colleague has told her: 'Just watch me and you'll soon be able to do it yourself'.

Behaviour can be learnt by observing and imitating others.

14 Give the approach to psychology for which this is a key assumption.

.....

(Total for Question 14 = 1 mark)

15 Give two examples from the scenario that could be a part of Hannah's schema for parties.

1

2

(Total for Question 15 = 2 marks)

Patryk is planning on giving a speech at the party. Some people have told Patryk that he would be unable to give a speech because he has a stutter. Hannah tells him: 'Anyone who says that is stupid'.

16 Explain how stereotyping may affect Patryk's decision to give the speech.

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(Total for Question 16 = 2 marks)

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A year earlier, Patryk and Hannah almost split up. Patryk became upset when he saw a photo of Hannah with a male friend. Buss et al. (1992) studied Sex differences in jealousy: Evolution, physiology and psychology.

17 (a) Explain, using the study by Buss et al. (1992), the most likely reason for Patryk becoming upset when he saw the photo.

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(b) Explain **one** strength of using the study by Buss et al. (1992) to understand sex differences in jealousy.

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(Total for Question 17 = 6 marks)



Patryk and his cousin, Marc, watched a boxing match at the bar during the party. Shortly after, Marc started a fight with one of the other guests who, he claims, pushed in front of him at the buffet.

18 Explain, using the cognitive approach, **two** reasons for Marc's aggression.

Reason 1

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Reason 2

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(Total for Question 18 = 4 marks)

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Hannah claims that starting fights is typical of Patryk's relatives. She thinks that aggression must 'run in the family'!

19 Assess the biological approach as an explanation for Marc's aggression. In your answer you should consider the roles of:

- genes
- neurochemistry.

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(Total for Question 19 = 9 marks)

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





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