

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Centre Number

Learner Registration Number

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Pearson BTEC Level 3 Nationals Certificate

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.

Rebecca and Jayne are 17-year-old identical twins. Rebecca is competitive. She plays netball and helps at a netball club for children. Rebecca enjoys being with other people. Jayne is not competitive. She spends a lot of time studying and looking after her horse. Jayne likes to be alone.

1 Give **one** key assumption from the biological approach.

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(Total for Question 1 = 1 mark)

2 Identify from the scenario:

(a) Evidence that Rebecca and Jayne have the same genotype.

(1)

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(b) Evidence that Rebecca and Jayne have different phenotypes.

(1)

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(Total for Question 2 = 2 marks)

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Sex hormones are chemicals that affect development and behaviour.

3 Give **two** effects of sex hormones on Rebecca and Jayne.

1

2

(Total for Question 3 = 2 marks)

There are several different approaches in psychology. They differ in terms of how they explain behaviour.

4 Compare the biological approach with **one** alternative approach in psychology.

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(Total for Question 4 = 3 marks)

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Jayne wants to be a vet and needs a good grade in mathematics. The other girls in her class find mathematics hard whereas Jayne is good at the subject. A boy in Jayne's mathematics class tells Jayne; 'You're a girl, girls do not do well in mathematics'.

- 5 Explain, using the scenario, how social categorisation leads to the formation of stereotypes.

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(Total for Question 5 = 3 marks)

Rebecca has been friends with the same group of girls since she was young. When they were younger, the girls enjoyed dressing up as princesses together. Now the girls enjoy doing each other's makeup.

Social psychology uses the concept of conformity to explain behaviour.

- 6 Explain **two** ways that Rebecca's peers might have influenced her to conform to gender roles.

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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.

Nikki has told Jerome about a new face cream that she says is very good. Jerome has also seen an advert on TV for the face cream. The advert says the face cream is "recommended by skin specialists". Jerome knows more and more people who have bought the face cream. He has begun to think he must buy some too.

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

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(Total for Question 8 = 1 mark)

9 Identify from the scenario:

(a) **One** example of social proof.

(1)

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(b) **One** example of the bandwagon effect.

(1)

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(Total for Question 9 = 2 marks)

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Jerome went out during his lunchbreak to buy the face cream. He was late getting back to work because he stopped to help a man who had fallen over. Because he was late getting back to work, his manager accused him of not caring about his job.

10 Explain, using fundamental attribution error, why Jerome's manager accused him of not caring about his job.

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(Total for Question 10 = 2 marks)

Jerome is taking a busy train home after work. Amongst the noise, Jerome becomes aware of two people discussing the face cream.

11 Explain, using your knowledge of priming, why Jerome becomes aware of the two people discussing the face cream.

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(Total for Question 11 = 3 marks)



A magazine article says the face cream prevents wrinkles and makes the skin softer.

12 Explain **two** ways that operant conditioning could be used to understand why people continue to use the face cream.

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(Total for Question 12 = 4 marks)

After using the face cream for a few weeks, Jerome has decided it is not very good. However, when he is with Nikki, Jerome says he agrees with her that it is a great product.

13 Explain why compliance is the most appropriate type of conformity to understand Jerome's behaviour.

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(Total for Question 13 = 3 marks)

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The company that makes the face cream is the largest manufacturer of personal care products in Europe.

14 Assess the use of neuromarketing in helping the company to sell the face cream.

(9)

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(Total for Question 14 = 9 marks)

TOTAL FOR SECTION B = 24 MARKS



SECTION C

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

Piero and Beppe are brothers in their 40s. They have come to visit their mother Loretta in hospital because she has had a stroke. Since she had the stroke, Loretta has had difficulty speaking, but she can understand what people say to her. Now she cannot recognise people's faces, but she can recognise objects.

15 (a) State what is meant by localisation of function. (1)

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(b) Identify **one** piece of evidence from the scenario that supports localisation of function. (1)

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(Total for Question 15 = 2 marks)

Yesterday, the hospital fire alarm sounded as a nurse arrived to check on Loretta. Loretta became frightened. Later, when the same nurse came to check on her again, she felt frightened.

16 Describe, using classical conditioning, how Loretta became frightened when the nurse came to check on her again.

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(Total for Question 16 = 3 marks)

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Sometimes psychologists use social learning theory as an alternative way to understand fear.

17 Explain how social learning theory could be used as an alternative way to understand fear.

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(Total for Question 17 = 3 marks)

Piero and Beppe had a fight last month. Piero cannot recall much about the fight. He thinks it happened outside a pub. The fight actually happened outside a cinema.

18 Explain **one** way that reconstructive memory can be used to understand what Piero remembers about the fight.

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(Total for Question 18 = 3 marks)



Piero and Beppe have been in many fights. Piero says, 'Fighting is in my nature'.

19 Explain **two** ways the biological approach could be used to understand Piero's aggressive behaviour.

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(Total for Question 19 = 4 marks)

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(Total for Question 20 = 9 marks)

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



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