

Candidate Name

Candidate Number

Centre Name

Centre Number

Paper 4: Applied psychology: Workplace and consumer behaviour

Sample Paper
(1 hour 40 minutes)

It is necessary to respond on the answer sheet provided alongside this question paper.
Additionally, you must have a dark blue or black pen.

INSTRUCTIONS:

- You must write your name, candidate number, centre name and centre number on the answer sheet in the designated space.
- This paper consists of two sections; answer **one** question in section A, **one** question in section B and the **one further question** from either section A or B.
- It is important to follow the instructions provided on the answer sheet.
- Do not use correction fluid.
- Avoid writing on any bar codes.

INFORMATION:

- The total mark for this paper is 60.
- The number of marks for each question or part question is shown in brackets []

Section A: Work and organisations

1. Some say people work for money. Others say people work for the contentment of doing the job. Evaluate both ideas.
[20 marks]
2. How might Belbin's team role inventory be useful in reducing organisational and interpersonal conflict?
[20 marks]
3. How does leadership style influence the relationship between leaders and followers?
[20 marks]
4. (a) Why and how might a department store want to investigate levels of job satisfaction among their employees?
[10 marks]
(b) Explain how enrichment, rotation and enlargement might be used to address problems identified by such an investigation?
[10 marks]
5. How useful is Maslow's self-actualisation theory in understanding motivation in the workplace?
[20 marks]

Section B: Consumers and retail behaviour.

6. "Toys are far more gendered today than they have been at any point over the 20th Century" (Dr Elizabeth Sweet). With reference to psychological research, suggest how and why packaging and positioning have achieved and can avoid such gendering.
[20 marks]
7. Explain what is meant by "satisficing", and compare this with two alternative models explaining consumer buying decisions.
[20 marks]
8. Juliet is opening a new supermarket. It is a part of a chain that sells branded and own-label products. With reference to psychological research, explain what factors Juliet should bear in mind when planning the décor, layout, fittings and displays in her store.
[20 marks]