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**M – 5844**

Reg. No. : .....

Name : .....

**First Semester M.A. Degree Examination, November 2021**

**Behavioural Economics and Data Science**

**BEDS-514 – PRINCIPLES OF COGNITIVE ECONOMICS**

**(2020 Admission)**

Time : 3 Hours

Max. Marks : 75

**SECTION – I**

Answer **all** questions. **Each** question carries **1** mark.

1. Cognitive Economics
2. Altruism
3. Utility
4. Attitude
5. Heuristic Behaviour
6. Unemployment
7. Sensation Seeking
8. Psychology
9. Consumer Confidence
10. Information Processing

**(10 × 1 = 10 Marks)**

**SECTION – II**

Answer any **seven** questions in less than **400** words. Each question carries **5** marks

**P.T.O.**



11. In your opinion how attitude does affect human behavior?
12. What are the main components of Classical Conditioning?
13. Explain the relationship between income and subjective wellbeing.
14. Explain different types of emotions.
15. Point out the different stages of information processing model?
16. In your opinion what are the measures to improve consumer satisfaction?
17. What are the main components of sensation seeking?
18. Explain the relationship between the perception of money and inflation.
19. Does Personality affect Motivation? Substantiate your opinion.
20. How does learning happen in Operant Conditioning?

**(7 × 5 = 35 Marks)**

### SECTION – III

Answer any **three** questions in less than **1200** words. Each question carries **10** marks.

21. What do you mean by subjective wellbeing and what are its main components of subjective wellbeing?
22. "The change in a stimulus that will be just noticeable is a constant ratio of the original stimulus". Comment on this law related to human perception
23. How far Maslow's hierarchy of needs is significant
24. Explain the need for achievement and associated motivation factors.



25. Give your views regarding the concept that refers to how strongly people believe that they have locus of control over the situations and experiences that affect their lives.

**(3 × 10 = 30 Marks)**

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