

(Pages : 3)



P – 5538

Reg. No. :

Name :

First Semester M.A. Degree Examination, September 2022

Behavioural Economics and Data Science

BEDS 514 – PRINCIPLES OF COGNITIVE ECONOMICS

(2020 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

SECTION – I

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

1. Buying Intention
2. Cognitive Style
3. Operant Conditioning
4. Price Perception
5. Economic Expectation
6. Poverty
7. Utility functions
8. Cognitive Consistency
9. Life Style
10. Classical Conditioning

(10 × 1 = 10 Marks)

P.T.O.



SECTION – II

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

11. How does attitude affect perception and behaviour?
12. Point out your views on consumer information processing.
13. Elucidate your opinion whether emotions and consumer choice are related.
14. Point out the main drivers of price perception.
15. Explain with example the Concept of locus of Control.
16. Write a note on the importance of consumer satisfaction.
17. What are the main focuses of study in Psychophysics?
18. How unemployment affects individual wellbeing? Express your views.
19. Whether attitude and perception are different, if so what are its main differences.
20. What do you understand by Perceptual Judgement?

(7 × 5 = 35 Marks)

SECTION – III

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

21. The ratio of the increment threshold to the background intensity is a constant. Comment on Weber's Law.
22. Diagrammatically elucidate Maslow's Hierarchy of Needs.



23. In your opinion what are the factors that influence an individual's desire for significant accomplishment. Substantiate your opinion in association with Need for achievement theory.
24. Interpret Plutchik's Wheel of Emotions.
25. Write an essay on the main principles of Operant Conditioning.

(3 × 10 = 30 Marks)

