



(Pages : 2)

N – 7221

Reg. No.:

Name :

Fourth Semester M.A. Degree Examination, August 2022

Behavioural Economics and Data Science

BEDS 544.1 — BEHAVIOURAL ECONOMICS AND PUBLIC HEALTH

(2020 Admission)

Time : 3 Hours

Max. Marks : 75

SECTION – A

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

1. Behavioral Economics
2. Bounded rationality
3. Status quo basis
4. Behavioral interventions
5. Social norms
6. Nudging
7. Experimental economics
8. Social identity model of health
9. Stigmatization
10. Halo effect

(10 × 1 = 10 Marks)

P.T.O.



SECTION – B

Answer any **seven** questions not exceeding **400** words. Each question carries **5** marks.

11. Explain about the inter-temporal choices on health.
12. How beliefs influence the health behavior.
13. Comment on the role of self management techniques in behavioral economics.
14. Explain the factors that promote habitual behaviors.
15. Explain about the psychological barriers to behavioral change.
16. Comment about the nudges in choices in behavioral decision making process.
17. Discuss the role of financial incentives in behavioral changes.
18. List out the practical considerations for running the behavioral trials in public policy.
19. Explain the reasons for the vulnerability of human brain to unhealthy habits.
20. Comment on the influence of social norms in food choice of individuals.

(7 × 5 = 35 Marks)

SECTION – C

Answer any **three** questions, each question carries **10** marks.

21. Critically examine the strength and limitations of behavioral economics.
22. Examine the applicability of behavioral economics in public health policy.
23. Critically analyse the various interventions that leads to healthy habits.
24. Examine in detail the 4 P's framework for behavioral changes.
25. Discuss in detail the role of behavioral insights in public health achievements.

(3 × 10 = 30 Marks)

