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S – 5062

Reg. No. : .....

Name : .....



Fourth Semester M.A. Degree Examination, October 2023

Behavioural Economics and Data Science

BEDS 544.1 – BEHAVIOURAL ECONOMICS AND PUBLIC HEALTH

(2020 Admission onwards)

Time : 3 Hours

Max. Marks : 75

SECTION – A

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

1. Psychological Realism
2. Heuristics
3. Sin Taxes
4. Life style habits at risk of developing Non-Communicable Diseases
5. Stress and Decision Making
6. Descriptive social norms
7. Naïve beliefs
8. Substance Abuse
9. Externalities
10. Calories

(10 × 1 = 10 Mar



## SECTION – B

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

11. How behavioural economics differs from standard economic models?
12. Explain the impulsive and emotional system of thought and it's relation to health behavior?
13. Explain the role of policy in health behavior.
14. Explain the link between behavioural economics and public health.
15. Explain the influence of beliefs in health.
16. Highlight the 4 P's framework for behavioural change.
17. Role of habits in individual health status.
18. Importance of nudging in behavioural economics.
19. Comment on the payday effects in public health choices.
20. Explain the problems of inter-temporal choice in public health.

(7 × 5 = 35 Marks)

## SECTION – C

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

21. Discuss the role of behavioural economics in improving the public health interventions
22. Discuss the factors that promote the habitual behavior and the role of behavioral interventions to change habits
23. Discuss the role of social norms in health behavior
24. Examine in detail the psychological barriers for behavioural change
25. Comment on the types and importance of incentivizing healthy behavior under behavioural economics practices.

(3 × 10 = 30 Marks)

