(Pages : 2)

S – 5706

Reg. No. : ....

Name : ....

First Semester M.A. Degree Examination, October 2023

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. Cognitive Economics

2. Buying Intention

3. Operant Conditioning

4. Price Perception

5. Consumer Confidence

6. Economic Expectation

7. Altruism

8. Utility

9. Cognitive Consistency

10. Life Style

(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 consumer satisfaction can be improved? Give suggestions.

12. Point out the role of heuristic in information processing.

13. Explain the relationship between attitude and behavior.

14. Diagrammatically explain Maslow's Hierarchy of Needs.

15. Point out how far Personality and Behaviour are related.

16. Write a note on Perceptual Judgment.

17. Explain the main components of Classical Conditionality.

18. Briefly explain how far attitude and perception are different.

19. How can a firm boost up consumer confidence?

20. How far poverty affects the subjective wellbeing of future generations?

$(7 \times 5 = 35 \text{ Marks})$

SECTION – III

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

21. Explain the Need for Achievement in association with motivation.

22. Write an essay on the main focuses of study in Psychophysics.

23. Briefly explain subjective well being and its main components.

24. Write an essay on Plutchik's Wheel of Emotions.

25. Define Behavioral Economics and explain how far Psychology and Economics are related.

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$(3 \times 10 = 30 \text{ Marks})$

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