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S – 6402

Reg. No. : ....

Name : ....

First Semester M.A. Degree Examination, April 2024

Behavioural Economics and Data Science

BEDS 514 : PRINCIPLES OF COGNITIVE ECONOMICS

(2020 Admission Onwards)

Time : 3 Hours

Max. Marks : 75

SECTION – A

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

1. Psychophysics

2. Consumer Choice

3. Heuristics

4. Cognitive Style

5. Perceptual Judgment

6. Information Processing

7. Classical Conditioning

8. Time preference

9. Poverty

10. Cognitive Conflict

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

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

11. Write a brief note on the main drivers of price perception.

12. Define Locus of Control. Give examples.

13. How attitude does affect human behavior?

14. What are the main factors that stood behind Consumer's buying intention?

15. Point out the main factors that affect consumer confidence.

16. Explain the relationship between income and subjective wellbeing.

17. Explain how emotions and utility are related.

18. How unemployment affects individual wellbeing?

19. Point out the different stages of Information Processing theory?

20. How does learning happen in Operand conditioning?

(7 × 5 = 35 Marks)

SECTION – C

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

21. Define Sensation Seeking. Explain its main components.

22. Write an essay on Weber's Law in association with Psychophysics.

23. Briefly give an explanation on main concepts behind Operand Conditioning.

24. What is Buying Behavior, explain its stages and types.

25. Define Emotions and explain different type of Emotions.

(3 × 10 = 30 Marks)

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