

(Pages : 2)



T – 5729

Reg. No. : .....

Name : .....

**Fourth Semester M.A. Degree Examination, July 2024**

**Behavioural Economics and Data Science**

**BEDS 544.1 : BEHAVIOURAL ECONOMICS AND PUBLIC HEALTH**

**(2020 Admission Onwards)**

Time : 3 Hours

Max. Marks : 75

**PART – I**

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

1. Public Health.
2. Social Norms.
3. Nudging.
4. Life Style Diseases.
5. Mental health.
6. Healthy Food.
7. Morbidity Rate.
8. Emotions.
9. Behavioural Economics.
10. Incentives in Public Health.

**(10 × 1 = 10 Marks)**

P.T.O.



## PART – II

Answer any **seven** questions. Each question carries **5** marks.

11. What are the main features of Inter temporal Choice for health?
12. Give a note on different ways of forming and changing health habits.
13. Explain the role of social norms in forming healthy behaviour among individuals.
14. Point out how public health practitioners can design interventions that nudge individuals towards healthier food habits.
15. Explain the various methods of incentivizing healthy behaviour.
16. How far psychological biases and decision-making processes that influence health behavior?
17. Explain the role of emotions in making health decisions.
18. Give a note on how cognitive biases, social influences, and environmental cues crate healthy food habits.
19. Point out main steps to be taken to maintain healthy behaviour.
20. How we can apply Behavioural Economics to public health policies?

**(7 × 5 = 35 Marks)**

## PART – III

Answer any **three** questions. Each question carries **10** marks.

21. Write an essay on the role of nudges in selecting healthy food for individuals.
22. Briefly explain the relationship between Behavioural Economics and Public health.
23. Give an essay on Health Behaviour.
24. Write an essay on the role of health policies in the development of a nation.
25. Briefly explain the scope of Behavioural economics.

**(3 × 10 = 30 Marks)**

