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Reg. No. :

Name :

Fourth Semester M.A. Degree Examination, June 2025

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. Behavioural economics.
2. Health behaviour.
3. Social norms.
4. Nudging.
5. Healthy foods.
6. Health habits.
7. Morbidity.
8. Health policy.
9. Curative care.
10. Health incentives.

(10 × 1 = 10 Marks)

P.T.O.



PART – II

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

11. How does behavioural economics relate to public health?
12. How can behavioural economics contribute to improving public health outcomes?
13. How does behavioural economics influence public health policies?
14. Why is understanding health behaviour important?
15. List out some factors that influence health behaviour.
16. What are social norms related to public health?
17. What role do beliefs play in public health actions?
18. How does nudging work in promoting health behaviours?
19. Are there any ethical concerns associated with nudging in health?
20. How can public health programs address beliefs to promote healthier actions?

(7 × 5 = 35 Marks)

PART – III

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

21. Examine the role of government in public health. How the health policies influence public health?
22. Discuss nudging in the context of health. What are some considerations when designing nudges for health promotion?
23. How do social norms impact public health? Can social norms be changed to promote better public health?
24. Can behavioural economics be used to promote healthier behaviours? How can health behaviour be changed or improved?
25. Discuss the inter-temporal choice for health.

(3 × 10 = 30 Marks)

