

First Semester MA Degree Examination- Model Question paper
Behavioural Economics and Data Science
BEDS-CC-214- PRINCIPLES OF COGNITIVE ECONOMICS

Time: 3hrs

Max. Marks: 75

SECTION 1

Answer all questions. Each question carries 1 mark.

1. Altruism
2. Price perception
3. Motivation
4. Psychophysics
5. Cognitive economics
6. Thematic Apperception Test
7. Cognitive consistency
8. Psychographics
9. Weber's Law
10. Well being

(10x1=10 Marks)

SECTION II

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

11. Assess the significance of aspiration levels in information process.
12. Examine Maslow's hierarchy of needs.
13. Interpret the conflict model buying behavior.
14. Why are mental representations important in understanding economic behavior?
15. Illustrate the rationale of Need for Achievement with suitable examples.
16. Summarise Plutchik's wheel of emotions.
17. Examine the economic applications of perception theory.
18. State the differences between classical conditioning and operant conditioning.
19. Examine the relation between attitude and behavior.
20. Exemplify the importance of images in economic and social behavior.

(7x5=35 Marks)

SECTION III

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

21. Critically examine the determinants and measurement of subjective wellbeing.
22. Evaluate the conflict model of purchase behavior
23. Examine the rationale of information processing in consumer decision making and also examine the associated models.
24. Analyse the significance of motivation and personality in economic behaviour
25. Discuss the relationship between economic psychology and behavioural economics

(3x10=30 Marks)