



MBA Hospital, Health, Pharmaceutical and Development Management
(2023-2025)

Second Year, Term 5 End Term Examination, February 2025

**EC- 248 Behavioural Insights (BI) and Human Centred Design (HCD)
approaches for Health and Development**

Time - 3 Hours

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 2 printed pages.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. State True & False and Fill in the blanks the following questions (1 mark each):

- The EAST framework stands for Easy, _____, Social, and Timely.
- HCD is primarily focused on designing for technological innovation rather than human needs.
(True/False)
- In the Human-Centered Design process, the phase where designers deeply engage with the user group to understand their needs, enablers and barriers around target behaviour is called _____.
- Human decision making is often rational. (True/ False)
- M-A-O stands for _____, Ability, and Opportunity.

Part B

(Maximum Marks: 15)

Answer the following questions (5 marks each):

- What do you understand by 'Behavioural Sciences'? How could principles of Behavioural Sciences be used in strengthening health and social programs?
- Imagine you are designing an intervention to increase antenatal care visits. Describe how you would apply Human-Centered Design (HCD) principles to address behavioral barriers.

Or

Discuss any nudge or any other behavioural insights-informed strategy/ intervention implemented by any public or private sector

Q4. Why is the concept of iteration important in Human-Centered Design approach?

Or

What are the drawbacks of not involving communities while designing health or social development programs?

Part C

(Maximum Marks: 30)

Answer the following questions in detail (10 marks each):

Q5. Explain the key stages of the Human-Centered Design (HCD) process with an example.

Q6. Discuss in detail some Behavioural Sciences and Human-Centered Design-informed strategies/ideas to encourage savings behavior among young professionals.

Or

Public consumption of foods high in salt, sugar, and fat is increasing through online food delivery platforms, such as Swiggy and Zomato. Identify relevant stakeholders whose involvement is critical in addressing this health concern. Justify your selection of stakeholders by outlining their role in addressing this practice.

Q7. Savi is a 16 year old adolescent girl studying in class 11th. Do persona mapping exercise for Savi based on your assumptions and outline her daily routine, background, environment, her concerns, responsibilities, community and culture, power and permission, motivation, and influences.

