

**2023/TDC(CBCS)/EVEN/SEM/
PLSSEC-401T/121**

TDC (CBCS) Even Semester Exam., 2023

POLITICAL SCIENCE

(4th Semester)

Course No. : PLSSEC-401T

(Public Opinion and Survey Research)

Full Marks : 50

Pass Marks : 20

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

SECTION—A

Answer any *fifteen* of the following questions :

1×15=15

- 1. What is public opinion?**
- 2. Who said, "the success of democratic government depends upon the degree to which public opinion is sound"?**
- 3. Who spoke of 'consensus populi'?**

(2)

4. Name the country where Gallup poll was first introduced.
5. Which method requires a small number of enumerators in statistical enquiries?
6. What is survey research?
7. Define 'universe' in sampling.
8. Write one disadvantage of probability sampling.
9. What is pictorial questionnaire?
10. Write one advantage of questionnaire.
11. What is interviewing?
12. Who said, "interview may be regarded as a systematic method by which a person enters more or less imaginatively into the life of a comparative stranger"?
13. What do you mean by data processing?
14. What is coding of data?
15. Define data interpretation.
16. What is the difference between field editing and central editing?

(3)

17. What is exit poll?
18. Who founded the Centre for the Study of Developing Societies (CSDS) in India?
19. Which authority may impose restrictions on the opinion polls in India?
20. What is Insta polls?

SECTION—B

Answer any *five* of the following questions : 2×5=10

21. Define propaganda.
22. Write briefly on the role of electronic media in forming public opinion.
23. Write two purposes of sampling.
24. Mention two distinctions between census and sampling.
25. Write two objectives of questionnaire.
26. Write two pitfalls of interviewing.
27. What is classification in the analysis of data?
28. Define nominal scale.
29. Write briefly on the impact of opinion polls on the voters.

- 30.** Mention two agencies that conduct opinion polls in India.

SECTION—C

Answer any *five* of the following questions : 5×5=25

- 31.** Discuss the role of press as an agency of public opinion.
- 32.** Explain the important conditions necessary for formation of public opinion.
- 33.** Explain the characteristics of a good sample.
- 34.** Write on the advantages of sampling method.
- 35.** Explain briefly the different techniques of interview.
- 36.** Write a note on merits and demerits of questionnaire.
- 37.** Explain the different steps in data processing.
- 38.** What is data analysis? Are the data analysis and data interpretation same? 2+3=5
- 39.** Write on the different types of opinion poll.
- 40.** Explain the merits of opinion poll.

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