

**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'?**

- 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?

- 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 : $5 \times 5 = 25$

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.

2023/TDC(CBCS)/EVEN/SEM/