

2024/TDC (CBCS)/EVEN/SEM/
PLSSEC-401T/250

TDC (CBCS) Even Semester Exam., 2024

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*

UNIT—I

1. Answer any *three* from the following questions : 1×3=3

(a) Who first used the term 'public opinion'?

(b) Who said, "Public opinion has no analytical definition"?

(c) Who is the author of the book, *The Public Opinion*?

(d) Who used the expression 'General Will'?

2. (a) Point out any two conditions necessary for the formation of public opinion. 2
- Or
- (b) What is opinion poll? 2
3. (a) Describe the agencies for the formation of public opinion. 5
- Or
- (b) Discuss the characteristics of public opinion. 5

UNIT—II

4. Answer any *three* from the following questions : 1×3=3
- (a) Define Census.
- (b) What is sampling unit?
- (c) Who said, "A sample is a smaller representative of a larger whole"?
- (d) What is sampling trait?
5. (a) Name the two types of sampling. 2
- Or
- (b) What is snowball sampling? 2
6. (a) What are the steps followed in sampling design? 5
- Or
- (b) Write a note on 'Sampling Error'. 5

UNIT—III

7. Answer any three from the following questions : 1×3=3

- (a) Mention one objective of questionnaire.
- (b) Who defined a questionnaire as 'a list of questions sent to a number of persons for them to answer'?
- (c) Name the method which is treated as the 'heart of the survey operation'.
- (d) What is questionnaire?

8. (a) Write any two merits of questionnaire. 2

Or

(b) Mention two techniques of interviewing. 2

9. (a) Point out merits and pitfalls of interviewing as a method of data collection. 5

Or

(b) Write the characteristics of a good questionnaire. 5

UNIT—IV

10. Answer any three from the following questions : 1×3=3

- (a) What is data analysis?
- (b) What is tabulation?
- (c) Write the two categories of frequency distribution in analysis of data.
- (d) What is transcription?

11. (a) Distinguish between hand tabulation and mechanical tabulation. 2
Or
(b) What is the difference between interval scale and ratio scale? 2
12. (a) Write a note on data analysis. 5
Or
(b) Explain the steps in data processing. 5

UNIT—V

13. Answer any *three* from the following questions : 1×3=3
(a) What is poll?
(b) Who is the father of opinion poll in India?
(c) What do you mean by 'psephology'?
(d) Who wrote, *An undocumented Wonder : The Making of the Great Indian Election?*
14. (a) Mention two differences between opinion poll and exit poll. 2
Or
(b) Write two merits of opinion poll. 2
15. (a) Do you support the view that opinion polls should be banned? Give your arguments to justify the answer. 5
Or
(b) Discuss the role of media in election studies in India. 5

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