

**2022/TDC(CBCS)/EVEN/SEM/
PLSSEC-401T/035**

TDC (CBCS) Even Semester Exam., 2022

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 the meaning of 'vox populi, vox dei'?**
- 2. Who regarded the press as the 'Bible of democracy'?**
- 3. Name an electronic media as an agent of public opinion.**
- 4. Who introduced the concept 'General Will'?**

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(Turn Over)

5. What is sampling unit?
6. Write one advantage of random sampling.
7. Define census.
8. What is probability sampling?
9. Point out one technique of interviewing.
10. Write one demerit of interviewing.
11. What is questionnaire?
12. Mention one purpose of questionnaire.
13. What is data analysis?
14. What is tabulation?
15. Why is data processing necessary?
16. What do you mean by editing?
17. What is Gallup poll?
18. Who is considered as the father of opinion poll in India?
19. Who is the founder of NDTV?
20. What do you mean by 'psephology'?

SECTION—B

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

21. Write briefly on the role of political parties as an agency of public opinion.
22. Write two conditions for the formation of public opinion.
23. Write two measures to avoid sample error.
24. What is the difference between random and non-random sampling?
25. What is structured interview?
26. Write two advantages of questionnaire.
27. Define categorization of data.
28. What do you understand by prediction?
29. What is the difference between opinion poll and exit poll?
30. Should there be ban on opinion polls? Write your views.

SECTION—C

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

31. Explain the importance of public opinion in democracy.
32. Discuss the characteristics of public opinion.
33. Discuss the types of probability sampling.
34. Write on the importance of sampling in social research.
35. Write the merits and pitfalls of interview method of data collection.
36. Write the characteristics of a good questionnaire.
37. Discuss the steps in data analysis.
38. What is classification of data? Write a note on data processing. 2+3=5
39. Write the demerits of opinion poll.
40. Write on the impact of opinion poll on public opinion.
