

TDC (CBCS) Even Semester Exam.,
September—2021

POLITICAL SCIENCE

(4th Semester)

Course No. : PSCSEC-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. Mention an agency of public opinion.
2. What is public opinion?
3. Who said, “An all and intelligent public opinion is the first essential force of democracy”?

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4. Who introduced the concept of ‘General Will’?
5. Mention an obstacle to the formation of strong public opinion.
6. What is the meaning of ‘Vox populi, vox dei’?
7. What is sampling?
8. Write one quality of a good sample.
9. Mention one characteristic of sampling.
10. What is census?
11. Mention one advantage of probability sampling.
12. Define a sampling unit.
13. Write one objective of the interview method of data collection.
14. Write one merit of interview method.
15. What is the difference between personal interview and telephonic interview?
16. What is questionnaire?

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17. Write a distinction between questionnaire and interview schedule.
18. Define quota sampling.
19. What is data analysis?
20. What is the purpose of data analysis?
21. What is the function of tabulation?
22. Why is coding necessary?
23. Define interpretation of data.
24. What do you understand by categorization of data?
25. What is exit poll?
26. What is the basis of opinion poll?
27. Define psephology.
28. Name a prominent agency conducting opinion polls in India.
29. Who founded the Centre for the Study of Developing Societies (CSDS) in India?
30. Write one argument against opinion poll.

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SECTION—B

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

31. Why is public opinion regarded as the basis of democracy?
32. Write two characteristics of public opinion.
33. What is the difference between probability sampling and non-probability sampling?
34. Write two measures to overcome the sampling errors.
35. Write two pitfalls of interviewing.
36. Mention two characteristics of a good questionnaire.
37. Why is data processing necessary?
38. What is the importance of analysis of data?
39. Write two differences between opinion poll and exit poll.
40. Briefly state the role of media in the study of opinion poll in India.

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SECTION—C

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

41. Discuss the agencies for influencing public opinion.
42. Write a note on the importance of public opinion in democracy.
43. Write two advantages and three limitations of sampling.
44. Discuss the types of probability sampling.
45. Explain the interview techniques.
46. Write on the merits and demerits of questionnaire method.
47. Explain the steps in data processing.
48. Write a note on data analysis.
49. Write about different types of opinion polls found in India.
50. What is opinion poll? What are its merits and demerits?

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