



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**

B.A. Honours 3rd Semester [Special] Examination, 2022

**SEC1-P1-POLITICAL SCIENCE (301)**

**PUBLIC OPINION AND SURVEY RESEARCH**

Time Allotted: 2 Hours

Full Marks: 60

*The figures in the margin indicate full marks.*

**GROUP-A**

**Answer any *two* questions of the following**

12×2 = 24

1. Define Public Opinion. Analyse the role of Public Opinion in a Democratic Political System. 6+6
2. What are the different types of sampling? Discuss the importance of sampling in Social Research. 4+8
3. What is Survey Research? What are the main objectives of a Survey Research? 4+8
4. Examine the key challenges for poll predictions in India's changing electoral democracy. 12

**GROUP-B**

**Answer any *four* questions of the following**

6×4 = 24

5. What are the different types and forms of interview? 3+3
6. Write a note on Quantitative Data Analysis. 6
7. Write a note on Sampling Error. 6
8. What is a hypothesis? What are the conditions of a good hypothesis? 3+3
9. Calculate the arithmetic mean from the following distribution: 6

<i>x</i> :	20-24	25-29	30-34	35-39	40-44	45-49
<i>f</i> :	81	43	24	9	6	8

10. Calculate standard deviation from the following data: 6

x:	12	14	16	18	20	22	24	26
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**GROUP-C**

11. Write short notes on any *four* of the following: 3×4 = 12

- (a) Sources of Primary Data 3
- (b) Difference between Questionnaire and Schedule 3
- (c) Methods of data collection 3
- (d) Discuss different types of Opinion Polls. 3
- (e) Meaning of Qualitative Data Analysis 3
- (f) What is Psephology? 3

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