



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 3rd Semester 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 and highlight its major characteristics. Analyse the role of public opinion in a democracy. 6+6
2. What do you mean by sampling in survey research? Differentiate between simple and stratified samplings. 6+6
3. What is a Questionnaire? How do you frame Questionnaire? Elucidate with suitable examples. 6+6
4. What are the possibilities and pitfalls of predictions in polling research? Illustrate with examples from India's experiences. 12

GROUP-B

Answer any four questions of the following

6×4 = 24

5. Briefly discuss the concepts of 'sampling error' and 'non-response' in survey research. 6
6. Define interview and discuss its different types and forms. 6
7. What is psephology? Indicate its importance. 6
8. Discuss the major objectives of survey research. 6
9. Calculate the Arithmetic mean from the following: 6

<i>x</i> :	15-19	20-24	25-29	30-34	35-39	40-44
<i>f</i> :	37	81	43	24	9	6

10. Calculate sample correlation coefficient of the variables X and Y :

6

X :	20	22	24	26	30	34	36	32	35
Y :	30	28	24	20	19	21	18	17	20

GROUP-C

11. Write short notes on any *four* of the following:

3×4 = 12

(a) Difference between primary data and secondary data

3

(b) Purposive Sampling

3

(c) Descriptive Statistics

3

(d) Inferential Statistics

3

(e) Geometric Mean

3

(f) Exit Polls.

3

—x—