

**FYUG Even Semester Exam., 2025**

**POLITICAL SCIENCE**

**( 2nd Semester )**

**Course No. : PLSSEC-151**

**( Public Opinion and Survey Research )**

**Full Marks : 50**

**Pass Marks : 20**

**Time : 2 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) Define public opinion.**

**(b) Who wrote the book, the *Public Opinion*?**

(c) In which country Gallup Poll was first introduced?

(d) Who said, "An alert and intelligent public opinion is the first essential force of democracy"?

2. Answer any one from the following questions :

(a) Mention two characteristics of public opinion.

(b) Write briefly the role of political parties in forming public opinion.

3. Answer any one from the following questions :

(a) Discuss about the various agencies that help in the formation of public opinion.

(b) Write a note on the importance of public opinion in a democracy.

UNIT—II

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

(a) What is sampling frame?

(b) Mention one characteristic of a good sample.

(c) Name one type of probability sampling.

(d) What is sampling error?

5. Answer any one from the following questions : 2

(a) Write the names of two types of sampling.

(b) Mention two purposes of sampling.

6. Answer any one from the following questions : 5

(a) Discuss the types of non-probability sampling.

(b) Write notes on the advantages and limitations of sampling. 3+2=5

UNIT—III

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

(a) Mention one objective of interview.

(b) Write one characteristic of a Good questionnaire.

(c) What is schedule?

(d) Who said, "Interview may be regarded as a systematic method by which a person enters more or less imaginatively into the life of a comparative stranger?"

8. Answer any one from the following questions :

(a) Write two differences between questionnaire and schedule.

(b) Write two advantages of interview method.

9. Answer any one from the following questions :

(a) Write a note on the merits and demerits of questionnaire.

(b) Discuss briefly the different types of schedule.

UNIT—IV

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

(a) What is data analysis?

(b) Why is coding necessary?

(c) What is frequency distribution?

(d) Write one source of data for content analysis.

1. Answer any one from the following questions : 2

(a) Write two advantages of tabulation of data.

(b) Write two significances of discourse analysis.

2. Answer any one from the following questions : 5

(a) Explain the different steps in data processing.

(b) Discuss the strengths and limitations of context analysis.

UNIT—V

13. Answer any three from the following questions :

- (a) What is exit poll?
- (b) Who is the founder of NDTV?
- (c) Who edited the book, *The Great March of Democracy*?
- (d) Write one merit of opinion poll.

14. Answer any one from the following questions :

- (a) Name two agencies that conduct opinion polls in India.
- (b) Who founded the Centre for the Study of Developing Societies (CSDS) and in which year?

5. Answer any one from the following questions :

- (a) Write down the demerits of opinion poll.
- (b) Should there be ban on opinion polls? Give your arguments to justify the answer.

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