



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL

B.A. Honours 3rd Semester Examination, 2021

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. What is meant by Public Opinion? Analyse the role of Public Opinion in a democratic political system. 6+6
2. Define Sampling. What do you mean by Non-random sampling and random sampling? 6+3+3
3. Discuss the different types and forms of interview. 12
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 main objectives of survey research? 6
6. How do you frame Questionnaire? Explain with examples. 6
7. Point out the differences between primary data and secondary data. 3+3
8. Calculate the arithmetic mean from the distribution: 6

<i>x</i> :	18-22	23-27	28-32	33-37	38-42
<i>f</i> :	40	68	54	36	18

9. What is Psephology? Indicate its accuracy. 3+3
10. Explain the characteristics of hypothesis. 6

GROUP-C

11. Attempt any *four* of the following: 3×4 = 12
- (a) What is Snow-ball sampling? 3
 - (b) What is Quota-sampling? 3
 - (c) Discuss the meaning of Quantitative Data Analysis. 3
 - (d) Explain Sampling error. 3
 - (e) Define Survey Research. 3
 - (f) Write a note on the possibilities in interpreting polls. 3

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