



‘समानो मन्त्रः समितिः समानी’

UNIVERSITY OF NORTH BENGAL

B.A. Honours 3rd Semester Examination, 2023

SEC1-P1-POLITICAL SCIENCE (301)

PUBLIC OPINION AND SURVEY RESEARCH

SEC
12/12/23

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any *two* questions from the following

12×2 = 24

1. What is Public Opinion? Discuss the major characteristics of Public Opinion. Critically analyse the role of public opinion in a Democratic Political System. 3+3+6
2. Define sampling. What are the different types of sampling? 4+8
3. What is Interview? Discuss the types and forms of Interview. 4+8
4. Examine the key challenges for poll predictions in India's changing electoral democracy. 12

GROUP-B

Answer any *four* questions from the following

6×4 = 24

5. Differentiate between descriptive statistics and inferential statistics. 6
6. What is Psephology? Discuss its importance in polling research. 6
7. Point out the differences between quantitative research and qualitative research. 6
8. Discuss the differences between primary and secondary data. 6
9. Calculate the standard deviation from the following data: 6
x : 10, 12, 14, 16, 18, 20, 22, 24.
10. Calculate the arithmetic mean from the distribution: 6

x	20-25	25-30	30-35	35-40	40-45	45-50	50-55
y	10	12	8	20	11	4	5

GROUP-C

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

3×4 = 12

- (a) Sampling error
- (b) Statistical mean
- (c) Exit poll
- (d) Quota sampling
- (e) Characteristic of questionnaire
- (f) Opinion poll.

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