

The C.E.S. College of Arts and Commerce, Cuncolim- Salcete- Goa
S.Y.B.A. IV Semester End Examination,
Subject-Skill Enhancement Course Paper Code- PSSEC3

Title of the paper-Public Opinion and Survey Research
Time- 10am to 12 am Duration- 2 hours
Date- Max. Marks-80

INSTRUCTIONS:

1. All questions are compulsory, however internal choice is available.
2. Answer sub questions in QI and QII in not more than 100 words.
3. Answer questions in QIII to QVI in not more than 400 words.
4. Figures to the right indicate full marks.

- Q1 Answer any Four of the following. (16)
- a) Give any four assumptions on which the theory of public opinion is built.
 - b) Why opinion poll is important in democracy?
 - c) Give any four purposes of sampling.
 - d) State any four characteristics of sampling.
 - e) Give the basic ideas associated with the traditional concept of public opinion.
 - f) What is Non- response?
- Q2 Write notes on any Four of the following. (16)
- a) Pre- requisites for successful interviewing. (any four)
 - b) Kinds of interviews based on number of respondents
 - c) Types of questions in questionnaire.
 - d) Methods of Data Processing.
 - e) Co – relational Research.
 - f) Hypothesis and Prediction.
- Q3 Briefly discuss various agencies for the formation of public opinion. (12)
- OR
- Q3 Analyze the role of public opinion in democracy. (12)
- Q4 Highlight the meaning of Sampling and explain the different principles of sampling. (12)
- OR
- Q4 Discuss types of probability sampling. (12)
- Q5 What is an interview? Describe the qualities of a good interviewer. (12)
- OR
- Q5 Explain the meaning and the Structure or typology of questionnaire. (12)
- Q6 What do you mean by data interpretation? What are the limitations of data interpretation? (12)
- OR
- Q6 Bring out the differences between descriptive and inferential statistics. (12)

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