

**CARMEL COLLEGE OF ARTS, SCIENCE & COMMERCE FOR WOMEN,  
NUVEM- GOA**

**B.A CBCS Semester IV Examination, July 2021**

**Subject Code:** POS103

**Subject Name:** Public Opinion and Survey Research

**Total marks:** 40

**Duration:** 2 Hours

**Date:** 17<sup>th</sup> July 2021

**Total No. of Pages:** 1

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*Instructions: 1. Both questions are compulsory*

*2. Figures to the right indicate full marks*

**QI. Answer *any five* of the following questions in not more than 40 words**

(5 x 2marks each = 10 marks)

- 1) Define Public Opinion.
- 2) State any four characteristics of public opinion.
- 3) What is a research sample?
- 4) Explain sampling error.
- 5) What is a research questionnaire?
- 6) State any four disadvantages of interview.
- 7) What is quantitative data interpretation?
- 8) Mention any four types of research reports.

**QII. Answer *any six* of the following questions in not more than 100 words**

(6 x 5marks each= 30 marks)

- 1) Explain the factors influencing public opinion.
- 2) Describe an Opinion Poll.
- 3) Elaborate the different types of sampling.
- 4) What is the purpose of a research sample?
- 5) Explain the different types of questionnaires.
- 6) Evaluate the advantages and disadvantages of a research questionnaire.
- 7) Briefly explain the five steps involved in data processing.
- 8) Prepare a survey questionnaire to undertake a study on the garbage issue in the village of Nuvem.