

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

SEMESTER END EXAMINATION, APRIL/MAY 2023

Semester: IV of B.A

Course name & code: POS 103: Public Opinion & Survey Research

Total marks: 80 Date: 25/04/2023 Duration: 2 hours Total No. of Pages: 01

Instructions: 1. All Questions are compulsory.
2. Answer each Questions on a Fresh Page.
3. Figures to the right indicate full marks

Q.I. Answer any 4 of the following in not more than 100 words: (16 marks)

1. What do you understand by the term Public Opinion?
2. State the reasons why Public Opinion cannot be formulated in a closed society.
3. Explain in brief the role of media in generating Public opinion.
4. What is Research?
5. State the criteria of a good research.
6. What is the importance of the topic you chose for your research proposal?

Q. II. Answer any 4 of the following in not more than 100 words: (16 marks)

1. What is an Interview Schedule?
2. What are the purpose of Sampling?
3. What do you understand by the term 'Probability Sampling'?
4. State Any Four advantages of Questionnaire.
5. What are the disadvantages of Structured Questionnaires?
6. State the advantages of telephonic interviews.

Q.III A. Examine the factors that influences an opinion of an individual in a democratic society.

OR (12 Marks)

Q.III X. Critically analyze the various agencies responsible for the formation of Public opinion.

Q.IV.A. Examine the problems encountered by researchers in India.

OR (12 Marks)

Q. IV. X. Explain the merits and demerits of unstructured interviews.

Q.V. A. What are ^{the} types of questions that a researcher can frame in a questionnaire?

OR (12 Marks)

Q.V.X Discuss the key terms in sampling.

Q VI. A. You are a Researcher working on a topic "Goa College Student's Satisfaction Survey". Draft a Cover letter and a Questionnaire on the above mentioned topic

OR (12 Marks)

Q.VI.X. Discuss the findings of your survey.