

Term End External Examination 1st Semester (Session-Feb 2025)

Subject: Skill Enhancement Course

Course No and Title: PLS122S/ Public Opinion and Survey Research

Time: 1.15 hours Max Marks:50 Min. Marks:20

Section A: Objective Type Questions

Q1. Choose the appropriate Answer: (4x1.5=06)

i. The public opinion in a democratic political system is

- A Suppressed B Allowed to be expressed
C Discouraged D All the above

ii. The bandwagon effect refers to:

- A The tendency of individuals to conform to popular opinions to gain social approval B The manipulation of poll results to create a false sense of consensus
C The impact of economic factors on shaping public attitudes D None of these

iii. Snowball Sampling is a?

- A Non-probability sampling technique B Probability sampling technique
C Both A and B D None of the above

iv. Which of the following is a Qualitative Research Technique?

- A Ethnography B Descriptive Statistics
C FGDs D Discourse Analysis

Section-B: Descriptive Type Questions (Short Type)

Q2: Answer all the Questions (4 x 4 =16)

- i. Define Exit Poll?
ii. How is public opinion formed and articulated through Facebook and Twitter?
iii. Define Cluster Sampling?

iv. What is Sampling Error?

Section – C: Descriptive Type Questions (Medium Type)

Answer all the questions: (2 x 7=14)

Q3. How uncensored public opinion checks the excessive government powers and shape government policies in democracies?

OR

Examine the ways by which public opinion can be manipulated by populist regimes in democratic societies?

Q4. What is Stratified Random Sampling? How is it different from Simple Random Sampling?

OR

What is Sampling? Why do we need a sample?

Section – D: Descriptive Type Questions (Long Type)

Answer any one of the following: (1 x 14=15)

Q5. In what ways do stratified and cluster sampling techniques enhance the accuracy and representation of survey-based public opinion research?

Q6. To what extent do echo chambers and algorithm-driven content curation on social media platforms construct public opinions in democratic political systems?