

A.P. State Council of Higher  
Education B.A., B. Com & B. Sc  
Programmes

Revised CBCS w.e.f. 2020-21  
***SKILL DEVELOPMENT COURSES***

**Arts Stream  
SURVEY & REPORTING**

Total Hours : 30 (2h/w), Credits : 02, Max Marks: 50.

**Learning Outcomes:**

*After successful completion of this course, the student will be able to:*

- 1. Understand the basics of survey and reporting needs and methods*
- 2. Comprehend designing of a questionnaire*
- 3. Conduct a simple and valid survey and Collect data*
- 4. Organize and interpret data and Prepare and submit report.*

**Syllabus:**

- Unit I** 08Hrs Survey: Meaning and Definition –Identifying need for survey - Identifying Sample –Characteristics of Sample - Types of Survey – Survey Methods – Advantages and Disadvantages of Survey – Essential Steps in Survey – Online Survey.
- Unit II** 09Hrs Preparing Questionnaire: Types and Parts of Questionnaire – Qualities of good Questionnaire – Precautions in Preparing Questionnaire  
Administering/Piloting Questionnaire –Collection of data -Dealing with People – Maintaining objectivity/neutrality.
- Unit III** 10Hrs Methods of Organizing data – Forms of data presentation - Tables and Figures – Basic Statistical Methods of Analysis of data – Percentages - Mean, Mode and Median –Simple Ways of showing Results– Tables/Graphs/Diagrams  
Report Writing: Forms of Reporting - Parts of a Report - Title page to Acknowledgements -Characteristics of a Good Report – Style of language to be used - Explaining Data in the Report – Writing fact-based Conclusions – making Recommendations – Annexing required material.

**Recommended Co-curricular Activities (03 hrs):**

1. Invited Lecture/Training by a Local Expert

2. Collection and study of questionnaires
3. Preparation of sample questionnaire and conduct a live sample survey
4. Preparation of a sample Report
5. Assisting a real time field survey and report writing
6. Assignments, Group discussion, Quiz etc.

## **References:**

1. Denscombe M., The Good Research Guide: For Small-Scale Social Research Projects, Open Uni. Press, 1998
2. Sudman S & Bradburn N.M., Asking Questions, 1973
3. Wayne W Daniel, Questionnaire Design, 1979
4. Websites on Survey and Reporting.

