

**K.V.R. GOVT. COLLEGE FOR WOMEN(A), KURNOOL.
B.A, B.Com PROGRAMMES**

SKILL DEVELOPMENT COURSES

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. Comp rehend 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** Survey: Meaning and Definition – Identifying need for survey – Identifying Sample –
8Hrs Characteristics of Sample – Types of Survey – Survey Methods –
 Advantages and Disadvantages of Survey – Essential Steps in Survey –
 Online Survey.
- Unit II** Preparing Questionnaire: Types and Parts of Questionnaire –
09Hrs Qualities of good Questionnaire – Precautions in Preparing Questionnaire
 Administering/Piloting Questionnaire – Collection of data – Dealing with People –
 Maintaining objectivity/neutrality.
- Unit III** Methods of Organizing data – Forms of data presentation – Tables and Figures –
10Hrs 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 (03hrs):

1. Invited Lecture/Training by a Local Expert
2. Col lection and study of questionnaires
3. Preparation of sample questionnaire and conduct a live sample survey
4. Prepa ration of a sample Report
5. Assisting a real time field survey and report writing
6. Assi gnments, 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. Wayne W Daniel, *Questionnaire Design*, 1979
4. *Websites on Survey and Reporting*.

