

BHCC-124

**UNDERGRADUATE PROGRAMME
(B. A. Home Science) (FYUP)**

ASSIGNMENT
July 2026 - January 2027

COURSE CODE: BHCC-124
FUNDAMENTALS OF COMMUNICATION AND
EXTENSION EDUCATION



SCHOOL OF CONTINUING EDUCATION
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-68

**BHCC-124: FUNDAMENTALS OF COMMUNICATION AND EXTENSION
EDUCATION
TUTOR MARKED ASSIGNMENTS
JULY 2026 - JANUARY 2027**

Dear Student,

As explained in the Programme Guide, evaluation at IGNOU consists of two parts: i) continuous evaluation through assignments, and ii) term-end examination. In the final result, assignments of a course carry 30% weightage while 70% weightage is given for term-end examination.

You will have to do **two Tutor Marked Assignments (TMA)** for a four-credit course. This Assignment booklet has TMAs for the Core Course **BHCC- 124: FUNDAMENTALS OF COMMUNICATION AND EXTENSION EDUCATION** which is a **four-credit** course in first year of B. A. Home Science under FYUP.

Before you attempt the assignments, please read the instructions carefully provided in the Programme Guide. It is important that you write the answers to all the TMA questions in your own words. Your answers should be within the approximate range of the word-limit set for the questions. Remember writing these questions will sharpen your writing skills and understanding of the subject matter. You will also be ready for the Term-end Examination.

Instruction for submission of Assignment:

- As mentioned in the Programme Guide, you need to submit all the assignments within the stipulated time for being eligible to appear in the term-end examination.
- This assignment is valid for **JULY 2026** and **JANUARY 2027** admission cycles; and the assignment is to be submitted as per the following schedule:

Assignment Nos.	Date of Submission	Where to send
Assignment (TMA) For JULY 2026 Session Students	31st March 2027	The Coordinator of your Study Centre
Assignment (TMA) For JANUARY 2027 Session Students	30th September 2027	The Coordinator of your Study Centre

- You must obtain a receipt from the Study Centre for the assignments submitted

and retain it. If possible, keep a photocopy of the assignments with you.

- Like all other assignments, this should be submitted to the **Coordinator of your Study Centre**. Your Regional Centre may allow you to submit this assignment online on its website. Please visit the website of your Regional Centre to check if online submission facility is available.
- The Study Centre will have to return the assignments to you after they are evaluated. Please insist on this. The Study Centre has to send the marks to the Student Evaluation Division at IGNOU, New Delhi.

We expect you to answer each question as per guidelines for each category as mentioned in the assignment. You will find it useful to keep the following points in mind:

Planning: Read the assignments carefully, go through the Units on which they are based. Make some points regarding each question and then rearrange them in a logical order.

Organisation: Be a little selective and analytic before drawing up a rough outline of your answer. Give adequate attention to your introduction and conclusion.

Make sure that your answer:

- a) is logical and coherent;
- b) has clear connections between sentences and paragraphs, and
- c) is written correctly giving adequate consideration to your expression, style and presentation.

Presentation: Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasize. Make sure that the answer is within the stipulated word limit.

Wishing you all the best,

Course Coordinators

**BHCC - 124: FUNDAMENTALS OF COMMUNICATION AND
EXTENSION EDUCATION
TUTOR MARKED ASSIGNMENTS**

Course code: BHCC-124
Assignment Code: BHCC-124/ASST/TMA/2026-27
Session: July 2026- January 2027
Marks: 100

Note: Attempt any five questions.

The assignment is divided into **two Sections** 'A' and 'B'. You have to attempt at least **two questions** from each section in about 600 words each. All questions carry equal marks.

SECTION – A

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| 1. What is the meaning and objectives of communication. Discuss its role in Home Science Extension Education with suitable day-to-day examples. | 20 |
| 2. Describe the major elements and principles of communication. Discuss how appropriate communication models can help extension professionals improve communication. | 20 |
| 3. Discuss the importance of listening, perception and persuasion in extension communication. Illustrate with a practical extension-related example. | 20 |
| 4. Discuss digital and new media communication. Explain the factors to consider when selecting a communication channel for Home Science or community development situations. | 20 |
| 5. Define extension education. Discuss the principles and process of extension education. | |
| 6. Explain the community-based, Transfer of Technology, and participatory models of extension. Discuss how the selection of an appropriate extension model can influence community participation and development outcomes. | 20 |
| 7. What are the principles of extension services? Discuss the role of extension services in women's empowerment and inclusive community development. | 20 |
| 8. Write about the concept and nature of social change. Discuss different | 20 |

aspect of social change with suitable examples.

SECTION – B

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| 9. What do you understand by sustainable development. Discuss the major challenges India faces in achieving the Sustainable Development Goals (SDGs). | 20 |
| 10. Discuss the role of extension and communication in planned social change. Explain the role of change agents Planned Social Change. | 20 |
| 11. Differentiate between Western and Indian Communication Theories. Describe the application of these theories in everyday life, media practices and development communication. | 20 |
| 12. Explain the relationship between communication, extension, and development. Briefly explain how communication supports extension work and contributes to development, while development provides the broader context for extension activities. | 20 |
| 13. Explain the following: | 10 + 10 = |
| (i) Role of Home Science in Sustainable Living | 20 |
| (ii) Role of Youth in Sustainable Development | |
| 14. Explain the importance of communication models in the communication process. Describe the Aristotle's Model of Communication with an example. | 20 |
| 15. Define effective communication and explain the major barriers to effective communication. | 20 |
| 16. Discuss two case studies of the Agricultural Technology Management Agency (ATMA) in the context of social change. | 20 |