

## **Assignment-6**

### **Communication Extension in Rural Development**

**Course Code: MRDE203**

**Course Title: Communication Extension in Rural Development**

**Assignment No.: MRDE203/AST/TMA5/2024-2025**

**Note:** The assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 1000 words. Medium answers should not exceed 500 words each. Short answers should not exceed 100 words each

#### **Long Answers Questions**

**Maximum Marks: 40**

**Attempt any One of the following**

1. Explain different factors affecting organizational communication.
2. Describe the characteristics of communication that makes society functional.
3. What are the factors to be considered for effective communication planning and design?

#### **Medium Answers Questions**

**Maximum Marks: 15 each**

**Attempt any Two of the following:**

1. Write a short essay on the objectives of extension education.
2. Discuss briefly the role of ICT in development.
3. Explain the need of communication support in rural development.

#### **Short Answers Questions**

**Maximum Marks: 6 each**

**Attempt any Five of the following**

1. Active Listening
2. Participatory Rural Appraisal
3. Electronic Media
4. Social Marketing
5. E-Governance
6. Technology Adaption
7. Management Planning
8. Communication Flow