

**M. A. (DEVELOPMENT STUDIES)/
P. G. DIPLOMA IN DEVELOPMENT
STUDIES (MADVS/PGDDVS)**

Term-End Examination

December, 2024

**MDV-108 : DEVELOPMENT COMMUNICATION
AND EXTENSION**

Time : 3 Hours

Maximum Marks : 100

Note : Answer any *five* questions. All questions carry equal marks.

1. What do you mean by windfall profits/loss ?
Describe different consequences of innovations with examples. 6+14
2. Describe any *two* methods of measuring opinion leadership. 10+10
3. Write the meaning of extension in the context of development. Discuss the steps involved in extension process. 5+15

4. What are different group contact methods ?
Discuss any **one** method with an example. 5+15
5. Discuss the role of e-Governance in rural development with suitable examples. 20
6. Describe the key elements in diffusion process with examples. 20
7. What is innovation-development process ?
Discuss the stages in adoption process with examples. 20
8. Write short notes on any **two** of the following :
10+10
 - (a) Adopter categories
 - (b) Public-Private Partnerships in extension
 - (c) Learning situation

x x x x x x x