

**M. A. IN EXTENSION AND
DEVELOPMENT STUDIES (MAEDS)**

Term-End Examination

December, 2024

**MEDS-008 : EXTENSION COMMUNICATION AND
DIFFUSION OF INNOVATIONS FOR
DEVELOPMENT**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions.

(ii) All questions carry equal marks.

1. Differentiate between communication and development communication. Discuss different elements of communication process. 6+14
2. Discuss the role of e-Governance in rural development with examples. 20
3. Name different methods of measuring opinion leadership. Explain any *one* method with advantages and limitations. 6+14

4. What do you understand by consequences of innovations ? Describe the dynamic equilibrium and equality in the consequences of innovations. 6+7+7
5. What are different attributes of innovations that influence adoption of innovations ? Discuss any *two* of them with examples. 6+7+7
6. Categorize adopters and describe their major characteristics. 8+12
7. Name different theories of communication. Discuss any *one* of them. 5+15
8. Write short notes on any ***two*** of the following : 10+10
 - (a) Innovation–decision process
 - (b) ICTs in knowledge management
 - (c) Participatory communication in extension and development

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