

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

Term-End Examination

June, 2025

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

Time : 3 Hours

Maximum Marks : 100

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

1. Differentiate between direct and indirect consequences of innovations. Describe dynamic equilibrium and equality in the consequences of innovations. 8+12
2. Who is an opinion leader ? Discuss the characteristics of opinion leaders. 5+15

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3. What are the different attributes of innovation ? Discuss any *two* with examples.
6+14
4. Define the term learning experience. Discuss the elements of learning situation with examples. 5+15
5. Describe interpersonal channels of communication. Explain their importance in extension and development work. 5+15
6. Discuss the role of e-Governance in urban development with suitable examples. 20
7. Explain diffusion-adoption process. Discuss the elements of diffusion-adoption process.
6+14
8. Write short notes on any *two* of the following :
10+10
- (a) Private extension
 - (b) Extension teaching methods
 - (c) Steps in extension process
 - (d) Adopter categorization

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