

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

Term-End Examination

June, 2025

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

Time : 3 Hours

Maximum Marks : 100

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

1. Differentiate between leading, open-ended and direct questions. Discuss the importance of participatory communication in extension.
10+10
2. Name different models and theories of communication. Explain any *one* model and *one* theory with implications for extension communication.
6+7+7

3. Discuss the role of e-Governance in urban development with examples. 20
4. Define the term 'opinion leader'. Discuss the concepts of diffusion networks and critical mass with examples. 6+7+7
5. What is meant by consequences of innovations ? Distinguish between various types of consequences of innovations. 6+14
6. Name the *five* adopter categories. Write the important characteristics of adopter categories. 5+15
7. What is adoption process ? Discuss the key elements in diffusion process. 5+15
8. Write short notes on any *two* of the following : 10+10
 - (a) Stages in the innovation-development process
 - (b) Interpersonal channels of communication
 - (c) ICTs in rural development

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