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

Term-End Examination

December, 2012

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

Time : 3 hours

Maximum Marks : 100

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

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1. Define the following : 2.5x8=20
- (a) Communication
 - (b) Barriers to communication
 - (c) Entropy
 - (d) Digital divide
 - (e) Homophily
 - (f) Innovativeness
 - (g) Over adoption
 - (h) Opinion Leaders
2. Write short notes on **any four** of the following : 5x4=20
- (a) Interpersonal Communication Channels
 - (b) Functions of Communication
 - (c) ICT in knowledge management
 - (d) e - governance in urban development
 - (e) Innovators

3. Differentiate between the following : **5x4=20**
- (a) Opinion leaders vs. Change agent
 - (b) Desirable vs. undesirable consequences
 - (c) Early adopters vs. Early majority
 - (d) Tacit vs. Explicit Knowledge
4. What is the need for ICT in rural development ? **20**
Write about any one ICT initiative for rural development.
5. Explain the five stages in adoption process with **20**
examples.
6. What do you mean by adopter categorization ? **20**
Explain adopter categories with examples.
7. Name different Communication models. Explain **20**
any one with its advantages and disadvantages.
8. Name the elements of Communication process. **20**
Explain in detail the treatment of message with examples.
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