

00346

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

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

Note : Answer *any five* questions.

1. Classify communication methods and explain any two methods with their advantages and disadvantages. **20**
2. Write short notes on **any two** : **10+10**
 - (a) Treatment of the message
 - (b) Key problems in communication process
 - (c) Traditional media
3. Describe the role of ICTs in knowledge management for development. **20**
4. Discuss the need and importance of e-governance in Urban development with suitable examples. **20**
5. Some developmental programmes are more popular and readily accepted, while some are a big failure. Discuss with the help of attributes of innovations. **20**

6. Name the four elements that influence the spread of developmental ideas. Explain them with suitable examples. 20
 7. Explain different characteristics of opinion leaders with examples. 20
 8. Distinguish between various types of consequences of innovations with suitable examples. 20
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