

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

Term-End Examination

December, 2018

**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. Name the elements of communication process.
Discuss the role of communication channels and
treatment of the message in communication
process, with suitable examples. *5+15=20*

2. What do you mean by digital divide ? Discuss
different dimensions of digital divide with
suitable examples. *5+15=20*

3. What do you mean by adoption of innovations ?
Discuss the key elements in the diffusion
process. *5+15=20*

4. Critically discuss the six stages in the innovation-development process with suitable examples. 20

 5. What do you mean by attributes of innovations ? Explain the role of any two attributes in the adoption of innovations, with examples. 4+8+8=20

 6. Diagrammatically depict the five categories of adopters. Differentiate between innovators and early adopters in adoption of innovations. 10+10=20

 7. Define opinion leaders in the context of diffusion of innovations. Critically compare the major features of different methods of measuring opinion leadership. 4+16=20

 8. Define consequences of innovations. Why have consequences of innovations not been studied adequately ? Discuss direct vs indirect consequences of innovations, with examples. 3+5+12=20
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