

**MASTER OF ARTS IN EXTENSION  
AND DEVELOPMENT STUDIES  
(MAEDS)**

**Term-End Examination**

**December, 2019**

**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.*

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1. What do you mean by 'Relative Advantage' and 'Compatibility of Innovations' ? Explain them with suitable examples. 10+10
2. 'Opinion leaders conform to system norms and at the same time lead in the adoption of new ideas.' Illustrate. Discuss. 20

3. Define ICT. Explain various attributes of ICT in development. 20
4. Distinguish between Diffusion and Adoption. Explain various elements in the diffusion of innovations. 8+12
5. Describe the innovation-decision process model with example. 20
6. What do you mean by Development Support Communication ? Discuss critical factors in communication process. 6+14
7. Write short notes on any *two* of the following : 10+10
  - (a) Participatory Communication in Extension
  - (b) Channels of Communication
  - (c) Linguistic Theory of Communication
8. Identify problems and suggest strategies for effective management of Communication Programme.