

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

**Term-End Examination**

**February, 2021**

**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. Discuss the concept of Consequences of Innovation. Write the implications of consequences of innovation for development professionals. 10+10
2. Differentiate between Polymorphic and Monomorphic opinion leaders. Describe characteristics of opinion leaders. 8+12
3. What do you mean by Diffusion-Adoption Process ? Discuss the elements in the diffusion of innovations. 8+12
4. Critically discuss the role of ICT in urban development. 20

5. Elucidate the nature, importance and functions of communication in extension and development work. 20
6. Classify communication methods on the basis of feedback, form and direction. Explain any two methods with examples. 10+10
7. Write the importance of inter-personal channels in extension and development work. Briefly discuss the criteria for selecting channels. 12+8
8. What do you mean by Communication Management ? Describe various stages in “P” Process model of communication management. 8+12
-