

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

Term-End Examination

December, 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. What do you mean by opinion leadership ?
Describe the characteristics of opinion leaders. 8+12
2. What do you mean by innovativeness ? Write the important characteristics of innovators, early adopters, early majority and laggards. 4+4+4+4+4
3. Discuss different stages in adoption process with suitable examples. 20
4. Define the meaning of ICT. Discuss the role of ICT in rural development, with suitable examples. 4+16
5. What are the key elements in the communication process ? Explain them with examples. 4+16

6. Write four differences between mass media and interpersonal channels. Discuss the importance of interpersonal channels in extension and development work. *8+12*
7. Name different models of communication. Explain any one model with its key features, advantages and disadvantages. *6+14*
8. What do you mean by communication management ? Discuss the concept of management in planning, designing and implementation of communication programmes. *8+12*
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