

P.G. CERTIFICATE / P.G. DIPLOMA / M.A. IN
EXTENSION AND DEVELOPMENT STUDIES
(MAEDS)

Term-End Examination

June, 2012

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

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

1. Define/Explain *any eight* of the following : $2\frac{1}{2} \times 8 = 20$
- Digital divide
 - Communication
 - Over adoption
 - Relative advantage
 - Lead questions
 - Tacit knowledge
 - Critical mass
 - Dissonance
 - Laggards
 - Polymorphic opinion leaders

2. Write short notes on *Any Four* of the following. 5x4=20
- (a) Socio metric method of measuring opinion leadership
 - (b) Windfall Profits
 - (c) e - governance in rural development
 - (d) e - governance in urban development
 - (e) Rejection of innovation.
3. Draw the diagrams of *Any Four* of the following. 5x4=20
- (a) Adopter categorization
 - (b) Stages in adoption process
 - (c) Innovation - Decision process model
 - (d) Berlo's communication model
 - (e) Shannon and Weaver's communication model.
4. Differentiate *Any Four* of the following 5x4=20
- (a) Direct Vs. Indirect consequences of Innovations
 - (b) Compatibility Vs. Complexity of Innovation
 - (c) Homophilly Vs. Heterophilly
 - (d) ICT Vs. Traditional media
 - (e) Written Vs. Oral communication.

5. (a) Knowledge management 10x2=20
(b) Elements in Diffusion process
6. Name the six attributes of an innovation. Write 20
in detail about how they are related with adoption
of innovations with examples.
7. What are the elements in communication 20
process ? Write in detail about any two of them.
8. Define ICT ? Discuss role of ICT in rural 20
development.
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