

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

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Define the following. 2.5x8=20
 - (a) Open ended questions.
 - (b) Interpersonal communication channels
 - (c) Entropy
 - (d) Early majority
 - (e) Relative advantage
 - (f) Digital divide
 - (g) Diffusion process
 - (h) Critical mass

2. Explain *any four* of the following. 5x4=20
 - (a) Windfall profits
 - (b) Early adopters
 - (c) Dissonance
 - (d) Tacit knowledge
 - (e) Grapevine communication

3. Differentiate between *any four* of the following. 5x4=20
- (a) Upward vs Downward communication
 - (b) Compatibility vs Complexity of innovation
 - (c) ICT in rural development vs ICT in urban development
 - (d) Innovators vs Laggards
 - (e) Desirable vs Undesirable consequences
4. Write short notes on *any two* of the following. 10x2=20
- (a) ICT in knowledge management
 - (b) Innovation decision process
 - (c) Berlo's model of communication
5. Name the elements of communication. Explain 20
any two elements with examples.
6. Explain any two methods of measuring opinion 20
leadership with merits and demerits.
7. Draw the adopter categories diagram and explain 20
about late majority.
8. Explain characteristics of adopter categories with 20
respect to
- (a) Socio-economic status
 - (b) Personality values
 - (c) Communication behaviour.