

00332

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

Term-End Examination

June, 2018

**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 development Communication ? Discuss key problems and critical factors in Communication Process. **5+15**
2. Define Communication Channel. Classify different channels of communication. Discuss the characteristics of grapevine communication. **2+8+10**
3. Describe the challenges of ICTs in knowledge management. **20**
4. Discuss the role of e-governance in urban development by taking any two initiatives. **10+10**

5. What do you mean by innovation in the context of development ? Discuss different attributes of innovation which influence its rate of adoption. **5+15**

 6. Name different stages of adoption process. Explain them briefly with suitable examples. **5+15**

 7. Distinguish between polymorphic and monomorphic opinion leaders. Discuss different characteristics of opinion leaders. **8+12**

 8. Diagrammatically depict the five adopter categories. Discuss any two categories with examples. **10+5+5**
-