No. of Printed Pages : 2   **MEDS-008**

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

Term-End Examination
June, 2019

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 communication in the context of extension and development ? Discuss the key problems and critical factors in communication process.   6+14

2. Discuss the importance of e-governance in rural development with suitable examples.   20

3. Name the key elements in the diffusion of innovations. Explain the role of any *two* elements in the diffusion of innovations with suitable examples.   4+8+8

4. What do you mean by innovation-decision process ? Discuss the stages of innovation-decision process with suitable examples. 5+15

5. What is the inter-relationship between rate of adoption and attributes of innovation ? Explain the role of complexity and trialability of innovation in its adoption. 8+6+6

6. Draw a neat diagram of adopter categories. Explain the characteristics and role of early adopters in diffusion and adoption of innovations. 10+10

7. Differentiate between polymorphic and monomorphic opinion leaders with examples. Describe the major characteristics of opinion leaders. 6+14

8. What do you mean by consequences of innovations ? Distinguish between various types of consequences of innovations. 5+15

1,000

(A-4)