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MEDS-008

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

Term-End Examination

June, 2020

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

1. Classify adopter categories of ideal types. Explain the characteristics of adopter categories with respect to socio-economic status, personality variables and communication behaviour. 5 + 15
2. Distinguish between various types of consequences of innovations with suitable examples. 20

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3. Describe the importance of e-governance in urban development with examples. 20
4. Explain the *four* elements that influence the spread of new innovations with suitable examples. 20
5. What do you mean by adoption process ? Explain the five stages in adoption process with examples. 5 + 10
6. Distinguish between over adoption and active adoption with examples. Explain the concept of discontinuance of innovations. 12 + 8
7. Name different elements of communication process. Explain any *two* with examples. 20
8. Classify the theories of communication. Explain any *one* with its dimensions. 20