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

**Term-End Examination**

**June, 2015**

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

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five questions. All questions carry equal marks.*

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1. What do you mean by communication management ? Explain different dimensions of communication management with suitable examples. 20
2. Classify the communication methods. Explain in detail upward and downward communication methods. 20
3. What do you mean by e-governance ? Explain the role of e-governance in rural development. 20
4. What do you mean by knowledge management ? Explain the role of ICT in knowledge management. 20
5. Explain the concepts of diffusion and adoption of innovations with suitable examples. 20

6. Discuss the five stages in adoption process with the help of a diagram. 20
  7. List the six attributes of innovation. Explain any two with examples. 20
  8. Draw the S shaped curve of adopter categorization and explain any one category with their characteristics. 20
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