

PG CERTIFICATE / PG DIPLOMA / M.A. IN
EXTENSION AND DEVELOPMENT STUDIES
(MAEDS)

Term-End Examination

December, 2011

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

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

1. Define/Explain *any eight* of the following : $2.5 \times 8 = 20$
 - (a) Development Support Communication
 - (b) Communication barriers
 - (c) Traditional media
 - (d) Entrophy
 - (e) Digital Divide
 - (f) e - governance
 - (g) Active rejection
 - (h) Over adoption
 - (i) Wind fall profits
 - (j) Critical mass

2. Write short notes on *any four* of the following : **5x4=20**
- (a) Open ended questions
 - (b) ICT in knowledge management
 - (c) Tacit and Explicit knowledge
 - (d) Elements in diffusion process
 - (e) Diffusion networks
3. Differentiate *any four* of the following : **5x4=20**
- (a) Written Vs Oral Communication Channels.
 - (b) Mass Media Vs Inter personal Communication Channels.
 - (c) Innovators Vs Early adopters.
 - (d) Desirable Vs Undesirable consequencey.
 - (e) Sociometric method Vs Informan'ts rating method of measuring opinion leadership.
4. Name different communication models. Explain **20**
any one with merits and demerits.
5. What is the need for e-governance in Urban **20**
development ? Write briefly about any Urban
e-governance initiatives taken by the government.
6. Explain diagrammatically the adopter categories **20**
with suitable examples.

7. What do you mean by innovation development process ? Explain briefly the six stages in the innovation - development process. **20**
8. (a) Types of Innovation - Decisions. **10x2=20**
(b) ICTs in rural development.
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