

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

Term-End Examination

December, 2013

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

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

1. Name the different communication models. 20
Explain any one with its advantages and disadvantages.
2. What do you mean by ICT ? Discuss its role in 20
urban development with suitable examples.
3. Identify an innovation /programme of your 20
choice. Explain its direct and indirect
consequences.
4. Explain any two methods of measuring opinion 20
leadership with their merits and demerits.
5. Describe an innovation/new development 20
programme of your choice. Also discuss attributes
of that innovation/new development program.

6. Write short notes on **any two** of the following :
- (a) Adapter Categorization **10+10=20**
 - (b) ICT in knowledge management
 - (c) Communication Channels and Barriers of Communication
7. Write short notes on **any two** of the following :
- (a) Types of innovation-decisions **10+10=20**
 - (b) Functions of Communication
 - (c) Linguistic theory of Communication
8. Explain the five stages in adoption process with 20 suitable examples.
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