

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

Term-End Examination

00318

December, 2014

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

Time : 3 hours

Maximum Marks : 100

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

1. Name the different communication models. Explain any one model with its merits and demerits. 20
2. Classify Communication theories and explain Linguistic theory of Communication. 20
3. The use of ICT in healthcare has become an important aspect of health development. Comment with suitable examples. 20
4. Explain the need and importance of e-governance in urban development. 20
5. Explain the four main elements in the diffusion of innovations with suitable examples. 20

6. Draw the innovation-decision process model and explain the five stages briefly. 20
 7. What do you mean by Rate of adoption and attributes of innovation ? Explain in detail about their relative advantages with suitable examples. 20
 8. Name four main methods of measuring opinion leadership. Explain any one method in detail. 20
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