

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

**Term-End Examination**

**December, 2016**

00290

**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 model ?  
Explain Stimulus-Response model with its  
limitations. 5+10+5=20
  
2. What do you mean by development  
communication in the context of extension ?  
Discuss the important factors governing  
communication in extension work. 10+10=20
  
3. Name different e-governance initiatives in urban  
development. Explain in detail any one of  
them. 5+15=20
  
4. What is adoption-diffusion process ? Explain the  
role of social factors in diffusion of innovations. 20

5. Explain the innovation process model for development. 20
  
  6. What do you mean by compatability of innovation ? Explain the role of compatability in the process of adoption of innovations, with suitable examples. 10+10=20
  
  7. Discuss the five adopter categories with suitable examples. 20
  
  8. Name the four methods of measuring opinion leadership. Explain the Sociometric method with its advantages and disadvantages. 20
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