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

**Term-End Examination**

**December, 2017**

**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. Discuss different elements of communication process with suitable examples. 20
2. What do you mean by traditional media? Analyse the importance of inter-personal channels of communication in extension. 5+15
3. Critically discuss the role of ICTs in development by taking any sector as an example. 20
4. Discuss the role of e-governance in rural development with suitable examples. 20

5. Critically discuss the terms diffusion, diffusion process, adoption and adoption process in the context of developmental innovations with suitable examples. 5+5+5+5
  
  6. Explain the three types of knowledge related to innovation. Discuss their role in the functioning of extension and development workers. 15+5
  
  7. Name different methods of measuring opinion leadership. Explain any one method with advantages and disadvantages. 5+15
  
  8. Describe the relationship between rate of adoption and different attributes of innovation with suitable examples. 20
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