

M.A. (DEVELOPMENT STUDIES)

Term-End Examination

December, 2021

**MDV-108 : DEVELOPMENT COMMUNICATION AND
EXTENSION**

Time : 3 hours

Maximum Marks : 100

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

1. Classify adopter categories based on innovativeness of a development innovation. Describe important characteristics of different adopter categories. 10+10
2. Discuss the concept of opinion leadership and methods of measuring opinion leadership. 8+12
3. Explain the role of e-Governance in urban development. 20
4. What do you mean by development communication ? Discuss the elements of communication process with suitable examples. 5+15

5. Differentiate between learning experience and learning situation. Discuss different elements of a learning situation with an example. 8+12
6. Classify extension teaching methods according to use and form. Discuss any one method with its meaning, purpose, advantages and disadvantages. 12+8
7. What do you mean by private extension ? Discuss any one private extension initiative with its advantages and limitations. 5+15
8. Write short notes on any **two** of the following : 10+10
- (a) Consequences of Innovations
 - (b) Linguistic Theory of Communication
 - (c) Steps in Extension Process
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