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**MDV-108**

**M. A. (DEVELOPMENT STUDIES)/  
P. G. DIPLOMA IN DEVELOPMENT  
STUDIES (MADVS/PGDDVS)**

**Term-End Examination**

**December, 2022**

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

*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. Define the term innovativeness. Write important characteristics of adapter categories. 5+15
2. Explain different methods of measuring opinion leadership with description of methods, questions asked, advantages and limitations. 20
3. Describe the innovation decision process model with *five* stages. 20
4. Discuss the role of ICTs in development of any **two** sectors. 10+10

**P. T. O.**

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5. Write the elements of communication process with suitable examples. 20
6. Classify extension teaching methods. Describe any *five* considerations in the selection of extension teaching methods. 10+10
7. What do you mean by Private and Corporate Extension ? Discuss any *one* private extension initiative in India. 6+14
8. Write short notes on any *two* of the following : 10+10
  - (a) National e-Governance Plan
  - (b) Linguistic theory of communication
  - (c) Method demonstration