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MDV-108

**M. A. (DEVELOPMENT STUDIES)
(MADVS)**

Term-End Examination

December, 2023

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

Time : 3 Hours

Maximum Marks : 100

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

1. What is meant by consequences of innovations ? Explain the *three* types of consequences of innovations with examples. 5+15
2. Draw the diagram of adopter categories. Write the important characteristics of innovators and laggards. 10+10
3. Define the term 'Digital Divide'. Discuss the role of ICT in the development of agriculture sector with examples. 5+15

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4. Define the term communication for development. Describe the key problems and critical factors in communication process. 5+15
5. Classify audio-visual aids. Describe the factors influencing selection of audio-visual aids. 8+12
6. What is the learning situation ? By giving an example, discuss the elements of learning situation. 6+14
7. Write the meaning of extension in the context of development. Discuss *five* phases of extension process as applied to development programmes. 6+14
8. Write short notes on any *two* of the following : 10+10
 - (a) Stimulus-response model of communication
 - (b) Elements in the diffusion of innovation
 - (c) Role of ICT in urban development