

No. of Printed Pages : 2

MEDS–008

**MASTER OF ARTS IN EXTENSION
AND DEVELOPMENT STUDIES
(MAEDS)**

Term-End Examination

December, 2023

**MEDS-008 : EXTENSION COMMUNICATION AND
DIFFUSION OF INNOVATIONS FOR
DEVELOPMENT**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions.

(ii) All questions carry equal marks.

1. Define the term development support communication. Discuss the key problems and critical factors in communication process. 4+16
2. Classify the channels of communication and discuss them with suitable examples. 8+12
3. Discuss in detail 'P' process model of communication management. 20

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4. Write different types of consequences. Discuss direct *vs.* indirect consequences by taking any innovation as an example. 8+12
5. Define the term opinion leadership. Describe the characteristics of opinion leaders. 5+15
6. Categorize adopters and describe their characteristics. 8+12
7. Discuss the key elements in diffusion process. 20
8. Define the term knowledge management. Discuss the key challenges of ICTs in knowledge management. 5+15