

K-93

MEDS-008

Total No. of Questions : 8]

[Total No. of Printed Pages : 2

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

Term-End Examination

June, 2014

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

Time : 3 Hours]

[Maximum Marks : 100

Note :— Answer any *Five* questions.

1. What do you mean by Opinion leadership ? Explain different types of opinion leadership. Briefly write about key informant method of identifying an opinion leader. 20
2. Explain innovation decision process model with the help of a diagram. 20
3. What do you mean by e-governance ? Write about any e-governance initiative in India. 20
4. Name six attributes of innovation. Explain any *two* with examples. 20
5. Show the adopter categorization with the help of a diagram. Write about important characteristics of adopter categories. 20

MEDS-008

Turn Over

K-93

(2)

6. Write short notes on any *four* of the following : 4×5=20
- (a) Critical mass
 - (b) Windfall profits
 - (c) Knowledge management
 - (d) Tacit and explicit knowledge
 - (e) Functions of communication.
7. Name the elements of communication. Explain them briefly with suitable examples. 20
8. What is the importance of participatory communication in development ? Illustrate with suitable examples. 20

MEDS-008

K-93