

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

Term-End Examination

June, 2016

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

Time : 3 hours

Maximum Marks : 100

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

1. Classify the different communication theories.
Explain Linguistic theory of communication. 20

2. Write short notes on any *two* of the following : 10+10
 - (a) Communication management
 - (b) Criteria for selecting communication channel
 - (c) Open ended communication

3. ICTs are playing an important role in development. Discuss by taking agriculture sector as an example. 20

4. What do you mean by digital divide ? Discuss the economic, political and spatial dimensions of digital divide with examples. 20
5. The five stages in adoption process are dynamic and not static. Support your answer with suitable examples. 20
6. Write short notes on any *two* of the following : 10+10
- (a) Social System
 - (b) Diffusion Process
 - (c) Types of knowledge related to innovation
7. What do you understand by the term consequences of innovations ? Discuss the three types of consequences of innovations with examples. 20
8. A development innovation that is not compatible with the salient characteristics of a social system will not be adopted so rapidly as an idea that is compatible. Discuss with suitable examples. 20
-