

00451

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

Term-End Examination

June, 2017

**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. Explain briefly various elements of communication process. 20
2. Discuss Berlo's model of communication with its strengths and limitations. 20
3. Name different e-Governance initiatives in Rural Development. Explain in detail any one of them. 5+15=20
4. Discuss different challenges of ICTs in knowledge management in Indian context. 20
5. Explain different stages in adoption process with suitable examples. 20
6. What is the importance of knowledge stage in innovation decision process ? Explain different types of knowledge related to innovations. 10+10=20

7. Describe the relationship between attributes of innovation and rate of adoption of innovation with examples. 20

 8. Discuss briefly the two types of opinion leaders. Explain different characteristics of opinion leaders. 8+12=20
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