

No. of Printed Pages : 2

**MEDS-008**

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

**Term-End Examination**

**June, 2021**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) All questions carry equal marks.

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1. Discuss the methods of measuring opinion leadership using sociometric and observation methods along with advantages and disadvantages. 10+10
2. What do you mean by diffusion of innovations? Categorise adopters and describe their characteristics. 6+14
3. Differentiate between overadoption and passive adoption. Discuss the *three* forms of discontinuance of innovation. 10+10

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4. Critically discuss the role of ICT in development by taking example of any development sector. 20
5. Define communication process. Discuss the key problems and critical factors in communication process. 5+15
6. Write short notes on the following : 10+10
  - (a) Participatory communication
  - (b) Communication channels
7. Discuss any *two* models of communication with advantages and limitations. 10+10
8. Differentiate between Vertical Communication and Grapevine Communication. Discuss the 'P' process model of communication management. 8+12

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