

**M.A. (DEVELOPMENT STUDIES)
(MADVS)**

Term-End Examination

June, 2022

**MDV-108 : DEVELOPMENT COMMUNICATION AND
EXTENSION**

Time : 3 hours

Maximum Marks : 100

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

1. What are the important attributes of Innovation ? Discuss the relationship between attributes and rate of adoption of an innovation. 6+14
2. What do you mean by consequences of Innovation ? Distinguish between various types of consequences of innovations, with examples. 8+12
3. Explain the five stages of adoption process, with an example of developmental innovation. 20
4. What do you mean by Communication Channel ? Explain the importance of interpersonal channels in development work. 5+15

5. Define the term Learning Experience. Discuss the steps in extension teaching. 5+15
6. Classify Audio-visual Aids. Explain the factors affecting the selection of audio-visual aids. 10+10
7. Discuss the inter-relationship between extension and development. 20
8. Write short notes on any **two** of the following : 10+10
- (a) Characteristics of Opinion Leaders
 - (b) National E-Governance Plan
 - (c) Private Extension Services
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