

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

**Term-End Examination**

**June, 2022**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Name the four methods of measuring opinion leadership. Explain any two methods of measuring opinion leadership. 4+8+8
  
2. Classify the adopter categories. Explain in detail about innovators and laggards. 4+8+8
  
3. Explain the key elements in diffusion of innovations with suitable examples. 20
  
4. Discuss the role of ICTs in education with suitable examples. 20

5. Explain the nature, importance and functions of communication in extension and development work. 20
  
  6. Define communication channel. Explain different types of communication channels. 5+15
  
  7. Discuss Berlo's communication model with its elements, factors influencing elements, significance, advantages and disadvantages. 20
  
  8. Classify the theories of communication. Explain Linguistic Theory of Communication. 8+12
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