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MDV-108

**M. A. (DEVELOPMENT STUDIES)/
P. G. DIPLOMA IN DEVELOPMENT
STUDIES (MADVS/PGDDVS)**

Term-End Examination

June, 2023

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

Time : 3 Hours

Maximum Marks : 100

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

1. Write different attributes of innovation. Discuss the relationship between attributes and rate of adoption of developmental innovations with examples. 6+14
2. Differentiate between polymorphic and monomorphic opinion leaders. Describe the characteristics of opinion leaders. 8+12

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3. What do you mean by diffusion of innovations ?
Explain the key elements in diffusion process. 20
4. Discuss the role of e-governance in urban development with suitable examples. 20
5. Define development communication. What are the key problems and critical factors in communication process ? 6+14
6. Classify the audio-visual aids. Explain any *five* factors influencing the selection of audio-visual aids. 10+10
7. Discuss the interrelationship between extension and development with suitable examples. 20
8. Write short notes on any *two* of the following : 10+10
- (a) Adopter categories
 - (b) Steps in extension teaching
 - (c) Stimulus-Response model of communication

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