

No. of Printed Pages : 2

**MEDS-008**

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

**Term-End Examination**

**June, 2023**

**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. What is meant by development support communication ? Explain different elements of communication process. 5+15
2. Write the meaning of SMART objectives in communication management. Discuss the stages in 'P' process of communication management. 8+12

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3. Describe the elements in the diffusion of innovations with suitable examples. 20
4. Define the term innovation development process. Explain *six* stages in innovation development process with examples. 5+15
5. What is meant by knowledge management ? Explain the role of ICTs in knowledge management. 6+14
6. Explain importance of e-Governance in urban development with suitable examples. 20
7. What are different methods of measuring opinion leadership ? Explain any *one* method in detail with advantages and limitations. 4+16
8. What do you understand by consequences of innovations ? Explain different types of consequences of innovations. 8+12