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MDV-108

M. A. (DEVELOPMENT STUDIES)

(MADVS)

Term-End Examination

June, 2024

MDV-108 : DEVELOPMENT COMMUNICATION

AND EXTENSION

Time : 3 Hours

Maximum Marks : 100

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

1. List the attributes of innovation. Explain the meaning and importance of any *two* attributes by taking any development innovation as example. 6+14
2. Define the term opinion leadership. Describe different characteristics of opinion leaders. 5+15

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3. Discuss the role of ICT in rural development with suitable examples. 20
4. Discuss the key elements of communication process with examples. 20
5. What is meant by extension teaching methods ? Describe the factors influencing the selection of extension teaching methods. 5+15
6. Critically discuss the changing role and approaches of extension with suitable examples. 20
7. What is windfall profit/loss ? Distinguish between various types of consequences of innovations. 6+14
8. Write short notes on any *two* of the following : 10+10
 - (a) Innovation-decision process model
 - (b) Steps in extension teaching
 - (c) Role of social structure in diffusion of innovations