

No. of Printed Pages : 2

MEDS-008

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

Term-End Examination

June, 2024

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions.

(ii) All questions carry equal marks.

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1. Discuss the key elements of Communication Process. 20
 2. Classify the theories of Communication. Discuss any *two* theories. 6+7+7
 3. What is meant by consequences of innovations ? Explain various types of consequences of innovations. 5+15

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4. Who is an opinion leader ? Discuss any *one* method of measuring opinion leadership with its advantages and disadvantages. 5+15
5. What do you mean by innovativeness ? Name the five adopter categories and discuss any *two* categories with their characteristics. 4+4+12
6. Define the term attributes of innovation. Discuss the relative advantages and compatibility attributes with examples. 4+8+8
7. Draw a neat diagram of innovation decision process model. Discuss briefly the importance of knowledge stage with an example. 12+8
8. Discuss the role of ICTs in rural development with suitable examples. 20