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MDV-108

M.A. (DEVELOPMENT STUDIES)

Term-End Examination

MDV-108 : Development Communication and Extension

Time : 3 Hours] *[Maximum Marks : 100*

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

1. Differentiate between 'communication' and development communication'. Discuss the elements of communication process with suitable examples. 6+14

2. What is the inter-relation between extension and development? Discuss the extension system in India by taking example of any development sector. 8+12

3. What are the steps in extension teaching? Discuss various steps in learning situation with suitable examples. 6+14

4. What do you mean by 'diffusion and adoption of developmental innovations'? Discuss the five stages of adoption process with examples. 8+12

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5. Discuss the attributes-relative advantage and compatibility by taking example of any innovation for new developmental idea. 20

6. Define the term opinion leadership. Name the four methods of measuring. Example any two methods of measurng opinion leadership. 4+4+12

7. Classify extension teaching methods according to use and form. Discuss any one group contact method with objectives, planning and preparation, implementation, advantages and limitations. 6+6+8

8. Write short notes on any two of the following: 10+10

   (a) Use of radio in development communication

   (b) Consequences of innovations

   (c) Principles of extension.

—x—

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