

**M. A. (DEVELOPMENT STUDIES)/
M. A. (CORPORATE SOCIAL
RESPONSIBILITY)/P. G. DIPLOMA
IN DEVELOPMENT STUDIES
(MADVS/MACSR/PGDDVS)**

Term-End Examination

December, 2025

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

Time : 3 Hours

Maximum Marks : 100

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

1. Discuss the meaning and relationship
between attributes of innovation and rate of
adoption. 20
2. Explain the need and consequences of
innovations with examples. 20

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3. What are the elements in the diffusion of innovations ? Explain innovation decision process model. 20
4. Define 'ICT'. Discuss the relationship between ICT and development with examples from urban development sector. 5+15
5. Explain the key elements and types of communicable process with examples. 20
6. Describe the importance and functions of different types of communication channels. 10+10
7. Classify extension teaching methods. Give *four* examples and explain the rationale in selecting them as teaching methods. 12+8
8. What is the need for private extension ? Discuss the lessons with privatization of extension services. 8+12

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