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MDV-108

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

Term-End Examination

June, 2026

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

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Define innovativeness. Classify adopter categories and discuss their characteristics based on innovativeness. 5+15
2. What are different methods of measuring opinion leadership ? Explain any *one* method with advantages and limitations. 6+14

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3. Define 'digital divide'. Explain the role of ICTs in rural development. 5+15
4. Define 'development communication'. Explain the key elements of communication process. 5+15
5. Classify channels of communication. Explain the role of inter-personal channels in development communication. 8+12
6. What is the relationship between teaching and learning with development ? Discuss the concept of 'Learning Experience' with examples. 8+12
7. Define and differentiate among individual, group and mass contact teaching methods. Write their advantages and limitations. 12+8
8. Discuss the role of private and corporate sectors in extension services with examples. 20

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