

M.Sc. (Ag.) Semester -II Examination 2015

Course : EXT - 506

(Diffusion and Adoption of Innovations)

Time : Three Hours

Full Marks : 50

Questions are of value as indicated in the margin.

Answer any **five** questions.

1. Define Diffusion, Innovation and Social System. Briefly explain the stages of adoption processes with example. 3+7=10
 2. Explain briefly the different characteristic of adopter categories. 10
 3. Describe the Positive and Negative attributes of an innovation with their rate of adoption. 10
 4. Define Discontinuance and Over Adoption with examples. Write the factors which are responsible for influencing rate of adoption. 4+6=10
 5. What do you mean by adoption process? Explain briefly the dynamic nature of stages under adoption process. 2+8=10
 6. Write down the different types of Innovation Decision Process. Distinguish between optional, collective, authority and contingent innovation decision. 4+6=10
 7. What do you mean by decision making process. Write down the theories and steps in decision making process. 2+8=10
 8. Write short notes on (**any four**) : 2.5×4=10
 - (a) Innovation - Decision Period
 - (b) Homophilly and Heterophilly
 - (c) Opinion Leadership
 - (d) Rate of adoption
 - (e) Disenchantment discontinuance
 - (f) Innovation development process
 - (g) Factors influencing decision making
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