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M.Sc.(Ag.) Semester – I Examination, 2014

Agricultural Extension

Course : EXT-503

(Development Communication and Information Management)

Time: 3 Hours

Full Marks: 80

Questions are of value as indicated in the margin.

Answer **any five** questions.

1. Give different definitions of “Development Communication”. What are the different assumption of Development Communication? 8+8=16
2. Elucidate Development Communication in the context of Extension Education. 16
3. What is mass media? Write a brief note on the advantages of Mass media. How mass media is important for technology transfer? 4+6+6=16
4. Write brief note on “Message influence” and “Pragmatic Complexity” model of communication. 8+8=16
5. Elucidate the term Farm Journalism. Discuss the traits of a news worthy report. 6+10=16
6. Briefly discuss about the different models of communication with proper diagram. 16
7. Write the differences between: 4×4=16
 - a) Message and Treatment of Message.
 - b) Oral and Written Communication.
 - c) Intrapersonal and Interpersonal Communication.
 - d) Bulletins and Booklet.
8. Write short notes on (**any four**): 4×4=16
 - a) Organizational Communication
 - b) Feed Back
 - c) Key communicators.
 - d) Empathy
 - e) Communication fidelity
 - f) CAI