

M.Sc. (Ag.) Examination, 2017
Semester-II
Agricultural Extension
Course – EXT-506
(Diffusion and Adoption of Innovations)

Time: 3 Hours

Full Marks: 50

Questions are of value as indicated in the margin.

Answer **any five** questions

1. (a) Define “Diffusion”, “Innovation” and “Adoption”.
(b) Describe different elements of diffusion 5+5=10
 2. What do you mean by adopter categories? Briefly describe the characteristics of different adopter categories. 3+7=10
 3. (a) What is “Technology Cluster”?
(b) Describe different traits of an innovation.
(c) Explain the impact of different traits of an innovation to its adoption. 2.5+4+3.5=10
 4. Role of opinion leadership in diffusion and adoption process – Discuss in brief. 10
 5. Describe Hypodermic Needle Model and Two Step Model of communication. How homophily and heterophily is related to rate of adoption. 5+5=10
 6. What is adoption and Partial adoption? Describe the different stages of adoption with proper example. 2+8=10
 7. What are the different types of Innovation Decision Process? Briefly discuss about the consequences of innovation decision. 5+5=10
 8. Write short notes on : (**any four**) 2.5×4=10
 - a) Monomorphic and Polymorphic opinion leader.
 - b) Over adoption.
 - c) Homophily – Heterophily.
 - d) Rate of adoption.
 - e) Discontinuance.
 - f) Change Agent.
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