

M.Sc. (Ag.) Examination, 2019
Semester-II
Agricultural Extension
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. What is adoption? Describe stages of adoption. 2+8=10
 2. Define Innovation. Give a detail account on perceived attributes of Innovation. 2+8=10
 3. Give an idea about different adopter categories. 10
 4. What is Homophily and Heterophily? Discuss the influence of Homophily and Heterophily on flow of Innovations. 4+6=10
 5. Discuss the role of change agents in Innovation Decision Process. 10
 6. Describe Hypodermic Needle and Two Steps Model of Communication. 10
 7. What do you mean by Diffusion of Innovations? Mention the role of Extension Agents in the diffusion and adoption of innovations. 2+8=10
 8. Write short notes on the following (***any four***): 2.5x4=10
 - a) Innovativeness
 - b) Change agent
 - c) Over adoption
 - d) Discontinuance
 - e) Opinion leader
 - f) Elements of diffusion process
 - g) Rate of Adoption
 - h) Rejection
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