

**M.Sc. (Ag.) Examination, 2018**  
**Semester-II**  
**Agricultural Extension**  
**Course- EXT-506**  
**(Diffusion and Adoption of Innovations)**

**Time: Three Hours**

**Full Mark: 50**

*Questions are of value as indicated in the margin*

Answer **any five** questions

1. (a) Define Diffusion? How diffusion is different from communication? 2.5+2.5=5  
(b) What is Innovation? How is it different from Invention? 2.5+2.5=5
  2. Briefly describe different steps of innovation generation. 10
  3. (a) What are the different types of knowledge about an innovation?  
(b) Describe the traits of early vs. late knowers of an innovation. 5+5=10
  4. Describe the role of different communication channels for different adopter categories. 10
  5. (a) Enlist different types of incentives being used for diffusion and consequent adoption of an innovation.  
(b) Discuss the various types of compatibility of an innovation being considered by adopters. 5+5=10
  6. Discuss the prominent characteristics of different adopter categories. 10
  7. Discuss the role of change agents in innovation decision process. 10
  8. Write short notes (**any four**): 2.5×4=10
    - (a) Homophily and Heterophily
    - (b) Opinion leader
    - (c) Elements of diffusion process
    - (d) Rate of Adoption
    - (e) Technology cluster
    - (f) Re-invention
    - (g) Change Agent
  9. Describe Hypodermic Needle and Two Steps Model of Communication. 10
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