



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)  
I Semester Final Examination for 14<sup>th</sup> Batch (2020-21)**

**AEM 103: Communication for Development (4 Credits)**

**Maximum Marks: 70**

**Duration: 2 ½ hrs**

**Answer ANY FIVE questions. All Questions carry equal marks.**

1. Explain the principles and models of Communication. 14 marks
2. Write short notes on **any two** of the following: 2x7=  
a) Characteristics of an effective message 14 marks  
b) Identification methods of key informants  
c) Inter-personal communication skills
3. List down the major components of Communication Competence. Explain briefly. 14 marks
4. Distinguish between formal and informal communication. 14 marks
5. Write short notes on the following:  
a) Grape wine communication 4 marks  
b) Media mix for rural communication 4 marks  
c) Any two Community Radio initiatives 3 marks  
d) Components of Computer Assisted Instruction 3 marks
6. Discuss on the different categories of barriers in communication. 14 marks
7. Describe the role of mass media in dissemination of farm technologies. 14 marks
8. Elaborate on e-Extension initiatives in today's Agricultural Extension Management. 14 marks

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