



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)**  
**I Semester examination for 15<sup>th</sup> batch (2021-22) and**  
**Supplementary 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. Each Question carry 14 marks.**

1. Explain the elements of communication with day to day examples. 14 marks
2. a) Write the concept, meaning and principles of communication. 2x7=  
b) Describe the concept of community radio, its characteristics and importance. 14 marks
3. Describe the performance of elements in communication process to ensure maximum fidelity. 14 marks
4. Discuss the barriers of communication. 14 marks
5. Write short notes on the following: 4 marks
  - a) Advantages and limitations of Computer assisted instruction 4 marks
  - b) Concept and components of Knowledge Management 3 marks
  - c) Need for e-extension 3 marks
  - d) Benefits of e-NAM 3 marks
6. Explain the role of Mass media in dissemination of farm technologies. 14 marks
7. a) Write the methods of identification of key communicators. 7 marks  
b) Enlist the tips for faster reading and suggestions to improve reading skills. 7 marks
8. Explain stages in systematic approach for effective writing to improve writing skills of extension personnel. 14 marks

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*Veenita*  
29/11/2021

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