



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
Supplementary Examination for 14th batch (2020-21)&15th batch (2021-22)**

Course AEM 103: Communication for Development (4 credits)

Maximum Marks: 70

Duration: 2 ½ hrs

Answer any FIVE questions. Each Question carry 14 marks.

1. Define Communication and describe its functions. 14 marks
2. a) Diagrammatically explain models of communication. 2x7=
b) Write the attributes of effective communication. 14 marks
3. Describe in detail different forms of communication. 14 marks
4. Explain any eight inter-personal skills an extension worker must possess. 14 marks
5. Write Short notes on the following: 4 marks
 - a) Components, factors and types of credibility 4 marks
 - b) Categories and components of competence 3 marks
 - c) Meaning and types of empathy 3 marks
 - d) Characteristics of feedback
6. Describe organizational and psychological barriers to communication. 14 marks
7. a) Write the characteristics and role of key informants. 7 marks
b) Enlist the types of listening and benefits of being a good listener. 7 marks
8. Describe guidelines to be followed by extension professional to preparing and delivering a public speech. 14 marks

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14/3/2023

डॉ. विनीता कुमारी

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