



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)  
Supplementary examination  
for 15<sup>th</sup> batch (2021-22) and 16<sup>th</sup> batch (2022-23)**

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

**Maximum Marks: 70**

**Duration: 2 ½ hrs**

**Answer any 5 questions. Each Question carry 14 marks.**

1. Explain in detail the communication process. 14 marks
2. a) Write the characteristics of message. 7 marks  
b) List down and explain functions of Communication. 7 marks
3. Discuss the elements and role of communication. 14 marks
4. Explain how communication fidelity can be maximized in communication process. 14 marks
5. Write short notes on the following:  
a) Causes of noise in communication 4 marks  
b) Components of communication competence 4 marks  
c) Systematic approach for effective writing 3 marks  
d) Role of Mass media in dissemination of farm technologies 3 marks
6. Describe the type, characteristics and importance of feedback in communication. 14 marks
7. Explain the role and characteristics of key communicators and the methods to identify them. 14 marks
8. Discuss barriers of communication and how to overcome them. 14 marks

