

Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University), Coimbatore – 641 043

Master's Degree Examination – November 2018
Semester - I

Class: I PG

Major: Extension and Communication

Time: 3 Hours

Max Marks: 60

17MEXC04 DIFFUSION AND ADOPTION OF INNOVATION

PART- A

10X $\frac{1}{2}$ = 5

Choose the correct answer

- _____ popularized the theory of Diffusion of Innovation.
a) Everett Roger b) James Anderson c) Diane Stone d) B.Rayon.
- Who authored the book 'Diffuse and Innovation' published in the year 1962?
a) N.Caroll b) James Anderson c) G.Meyer d) Everett Roger
- Which one of the following is not a key element in Diffusion research?
a) Innovation b) Communication c) Time d) Cultural system
- Epistemology is a study of _____
a) Communication skills b) Interpersonal skills
c) Cultural system d) Reasoning
- Joseph Schumpeter said "Creative destruction is the essential fact about ____
a) Socialism b) Market system c) Capitalism d) Government
- _____ innovation is the common form of innovation
a) Incremental b) Disruptive c) Radical d) Architectural
- _____ is the preferred mode of communication in 21st century.
a) Radio b) TV c) Newspapers d) Social Media.
- _____ is considered as an important element in innovation.
a) Time b) Communication c) Idea d) Implementation
- Joseph Schumpeter belongs to ----- country
a) Austria b) England c) France d) Belgium
- Diffusion is the process by which a new _____ or new product is accepted by the market.
a) Idea b) Element c) Variable d) Theory

PART – B

5 X 4 = 20

Answer the following Questions.

Answer should not exceed 200 words or one page

11. a) What are the essential elements of Communication?
Or
b) Define the concept 'Diffusion'.
12. a) Bring out the significance of Innovation.
Or
b) Write a short note on attributes of Innovation.
13. a) Identify the barriers of Communication.
Or
b) Bring out different stages of adoption process.
14. a) Describe the duties and responsibilities of Change Agents.
Or
b.) Find out the salient features of Opinion Leadership.
15. a) Explain about anticipated and unanticipated consequences.
Or
b) Briefly explain about recent trends in Innovations.

PART C

5x7 = 35

Answer the following questions

Answer should not exceed 600 words or three pages.

16. a) Differentiate Communication with Diffusion.
Or
b). Analyse the process and various stages in Innovation.
17. a) Examine the role of social media in the process of Innovation.
Or
c) Discuss the features of Homophily and heterophily leaders.
- 18.a) Evaluate the merits and demerits of Everett Roger's theory of Diffusion and Innovations.
Or
b) Unearth the role of communication in the process of Innovation decision making.
- 19.a) Examine various types of innovation-decision with suitable illustration .
Or
b) Bring out the role of Information and Technology in innovation-Decisions.
- 20.a) Give an account on meaning and types of consequences.
Or
b). Examine the negative impact of Innovation.
