

AQ-498

M.Sc. Home-Science (Communication and Extension)

Semester—II Examination

COMMUNICATION APPROACHES IN EXTENSION

Subject Code—125 CA 52

Time—Two Hours]

[Total Marks—45

Note :— All questions are compulsory and carry equal marks.

1. Write the meaning of following :

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|--|---|
| (i) Folk media | 2 |
| (ii) Traditional approaches of communication | 2 |
| (iii) Individual communication methods | 2 |
| (iv) Mass communication methods | 2 |
| (v) Modified approaches in communication. | 1 |

2. Answer any **ONE** of the following :

- | | |
|--|---|
| (i) Write on Mass communication methods. | 9 |
| (ii) Write on planning and preparation of communication methods for extension. | 9 |

3. Write on :

- | | |
|-------------------------|---|
| (i) Television | 1 |
| (ii) Radio | 2 |
| (iii) CD player | 2 |
| (iv) Overhead projector | 2 |
| (v) Epidiascope. | 2 |

4. Write on the following as a medium of mass communication :

- | | |
|----------------------|---|
| (i) Newspaper | 2 |
| (ii) Script for T.V. | 2 |
| (iii) Banners | 2 |
| (iv) Slogans | 2 |
| (v) Posters. | 1 |

5. Answer any **ONE** of the following :

- | | |
|--|---|
| (i) Explain the concept of themes for communication in extension. | 9 |
| (ii) List the various strategies in extension and explain any one strategy with steps in its implementation. | 9 |