# ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
## (Department of Agricultural Sciences)

**Course: Diffusion of Innovations (2505)**　　　　　　**Semester: Spring, 2014**
**Level: M.Sc Forestry Extension**　　　　　　　　　　**Total Marks: 100**
　　　　　　　　　　　　　　　　　　　　　　　　　　**Pass Marks: 40**

## ASSIGNMENT No. 1
### (Units 1–5)
*Note: All questions carry equal marks.*

Q.1　Define the term "Innovation" in adoption process. Highlight basic characteristics of innovation.　(20)

Q.2　Describe the type of behavior occurring at different stages utilized in the adoption process.　(20)

Q.3　Which elements are actually involved in the analysis of diffusion of innovations? Discuss briefly each of them.　(20)

Q.4　What do you understand by adoption and diffusion process? Determine the role played by social systems and norms in diffusion process.　(20)

Q.5　Briefly narrate the concept of interrelated characteristics of innovations with your own words.　(20)

**Total Marks: 100**　　　　　　　　　　　　　　　　**Pass Marks: 40**

## ASSIGNMENT No. 2
### (Units 6–9)
*Note: All questions carry equal marks.*

Q.1　What do you understand by the term "personal influence"? Explain the importance and functions of personal influence in decision making.　(20)

Q.2　Define the term adopter categories. Enlist major types of adopter categories. Discuss each category in detail.　(20)

Q.3　What do you know about working of opinion leaders? How they could differ from their followers? Discuss in detail.　(20)

Q.4　Differentiate between no symmetry and incomplete adoption. What do you know about the major aspects taken by rural sociologists to measure general dimensions of innovativeness?　(20)

Q.5　Elaborate the role of change agent in adoption process. How various efforts of change agent are directly related to rate of adoption of an innovation? Explain in detail.　(20)