

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

WARNING

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Diffusion of Innovations (2505)

Level: M.Sc Forestry Extension

Semester: Spring, 2013

Total Marks: 100

Pass marks: 40

ASSIGNMENT No. 1

(Units 1–5)

Note: All questions carry equal marks.

- Q.1 Differentiate clearly between the adoption process and diffusion process. How the members of social system and their norms play an important role in diffusion process? Explain in detail. (20)
- Q.2 Define the term "Innovation" in adoption process. Enlist important characteristics of innovation. (20)
- Q.3 Write various stages of adoption process. Also discuss about the sources of information utilized at different stages in adoption process. Explain. (20)
- Q.4 How the traditional modern dimensions are measured at the individual level and for a social system? Discuss in detail. (20)
- Q.5 Give short note on the following:
- i. Importance of cultural values on diffusion of new ideas (10)
 - ii. Compatibility of an innovation (10)

ASSIGNMENT No. 2

(Units 6–9)

Total Marks: 100

Pass marks: 40

Note: All questions carry equal marks.

- Q.1 Enlist the important types of adopter categories. Discuss each category in detail with examples. (20)
- Q.2 Define the term "personal influence" in adoption process. Explain the importance of personal influence and their functions in decision making. (20)
- Q.3 Discuss the role of change agent in adoption process. How the efforts of change agent are directly related to rate of adoption of an innovation? Explain in detail. (20)
- Q.4 Explain with your own words the methods of adopter classification which are categorized on the basis of Innovativeness. Also discuss those facilities appeared in various methods of adopter categorization. (20)
- Q.5 How opinion leaders differ from their followers? Explain in detail with examples. (20)