

M.A.(RD)

Master's Programme in Rural Development

Assignments

(July 2024 /January 2025 Session)

MA(RD) – Second Year



**Discipline of Rural Development
School of Continuing Education
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110068**

Master of Arts (Rural Development)

ASSIGNMENTS

MRDE-201, MRDE-202, MRDE-203, MRDE-002,
MRDE-003 & MRDE-004
Schedule for July 2024 / January 2025

Schedule for Submission of Assignments

Assignment Number	Last Date of Submission	Whom to Send
MRDE-201/AST/TMA-5/2024-2025	For July 2024 session 31st March, 2025	The coordinator of your Study Centre
MRDE-202/AST/TMA-6/2024-2025		
MRDE-203/AST/TMA-7/2024-2025	For January 2025 session 30th September, 2025	
MRDE-002/AST/TMA-8/2024-2025		
MRDE-003/AST/TMA-9/2024-2025		
MRDE-004/AST/TMA-10/2024-2025		

As explained in the Programme Guide for M.A.(RD) you will have to do one assignment in each course of 6 credits. Last date of submission for all the assignments is mentioned above but we advise you to do them one by one along with your study of particular course and submit them so that you may get back the marks and comments of the counselor with evaluated assignment. With a proper planning you will be able to do them within the stipulated period. Please do not wait for the last date to submit all the assignments.

PLEASE ALSO READ CAREFULLY INFORMATION REGARDING ASSIGNMENTS FROM PROGRAMME GUIDE.

Assignment- 7
Communication and Extension in Rural Development

Course Code: MRDE-203
Course Title: Communication and Extension in Rural Development
Assignment No.: MRDE-203/AST/TMA-7/2024-2025
Maximum Marks: 100

Note: The assignment has three sections. It contains questions, which require long, medium and short answers. A long answer should not exceed 1000 words. Medium answers should not exceed 500 words each. Short answers should not exceed 100 words each

Long Answers Questions

Maximum Marks: 40

Attempt any One of the following

1. Explain different factors affecting organizational communication.
2. Describe the characteristics of communication that makes society functional.
3. What are the factors to be considered for effective communication planning and design?

Medium Answers Questions

Maximum Marks: 15 each

Attempt any Two of the following:

1. Write a short essay on the objectives of extension education.
2. Discuss brief the role of ICT in development.
3. Explain the need of communication support in rural development.

Short Answers Questions

Maximum Marks: 6 each

Attempt any Five of the following

1. Active Listening
2. Participatory Rural Appraisal
3. Electronic Media
4. Social Marketing
5. E-Governance
6. Technology Adaption
7. Management Planning
8. Communication Flow