

B.Sc. (Ag.) Honours Semester-V Examination, 2014
Course No: AEX-311 (Extn. Methodologies for Transfer of Technology)
(New Syllabus)

Signature of Centre Superintendent

Roll No. : (in figure) _____ (in words) _____

Student Index No. _____ Regn. No. _____ of _____

Time : Two Hours

Full marks : 40

Questions are of value as indicated in the margin

Part - I

(Objective and Short Answer Type)

(Use only ball point pen)

Time : 20 minutes

Full marks : 10

- Note:** 1. Answer in question paper itself.
2. Striking, rewriting or overwriting are not allowed in the objective type questions.

1. **State True (T) or False (F) in respect to the following statements (any ten):** 0.5×10=5.0

- (i) Communication has been derived from Latin word 'Communis'. ☐
- (ii) Sender-Speech-Audience model of communication is given by J.P. Leagans. ☐
- (iii) 'Noise' is an element of communication model proposed by Letterer. ☐
- (iv) Effective environment for communication is one of the barriers of communication. ☐
- (v) Predetermined programme is prepared on the basis of the needs and interests of the local people. ☐
- (vi) Sound programme building is based on the analysis of the facts of the situation. ☐
- (vii) Evaluation process continuously tracks performance of a programme. ☐
- (viii) Formative evaluation is concerned with how the programme is delivered. ☐
- (ix) Agricultural clinic is an example of mass contact method of extension teaching. ☐
- (x) In Lecture method the learner plays a passive role in communication. ☐
- (xi) Result demonstration may also include a method demonstration. ☐
- (xii) Adoption is a process involving five steps. ☐

2. **Fill up the blanks with most appropriate words.**

0.5×10=5

- (i) Timely reprotng of events, facts or opinion may be viewed as _____.
- (ii) The first paragraph of news story is called _____.
- (iii) Inverted Pyramid style form is used in _____ writing.
- (iv) Communication within self is known as _____.
- (v) Farm science centre is generally known as _____.
- (vi) Transmitter is a key element of communication model proposed by _____.

(2)

- (vii) Epidiascope works on the principle of _____.
- (viii) Chronological arrangement of plan of work is _____ of work.
- (ix) A good programme has permanence with _____.
- (x) The rate of adoption is depicted through a curve that is _____.
- (xi) The name of the programme broadcast by the Radio's FM channel for the farmers is known as _____.
- (xii) In programme planning "Analysis of situation" step is preceded by _____ step.

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Part - II
(Descriptive Type)

Time : 100 Minutes

Full marks : 30

Questions are of value as indicated in the margin

Answer any three questions from the following :

3. Define communication. Explain briefly the barriers of communication process. What is fidelity in communication. 2+6+2=10
 4. What is goal in programme planning? Why do we need a programme? Explain the types and principles of programme planning. 2+2+6=10
 5. What do you mean by diffusion of innovation? Explain briefly the characteristics of adopter categories. 2+8=10
 6. What do you mean by extension teaching methods? Write down the merits and demerits of field trials, field trips, radio and method demonstration. 2+8=10
 7. Write short notes on (**any five**) : 2×5=10
 - (a) Characteristics of innovation
 - (b) Noise
 - (c) FTC
 - (d) Cyber extension
 - (e) Monitoring
 - (f) Kisan Call Centre (KCC)
 - (g) Media mix
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