

**B.Sc. (Ag.) Honours Semester-V Examination, 2018**

**Course No: AEX-311**

**(Extension Methodologies for Transfer of Agricultural Technologies)**

Signature of Centre Superintendent

**Roll No. :** (in figure) \_\_\_\_\_ (in words) \_\_\_\_\_

Student Index No. \_\_\_\_\_ Regn. No. \_\_\_\_\_ of \_\_\_\_\_

**Time : 2 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. **Tick (✓) the correct answer from the alternatives given:**

1×10=10

- (a) An idea perceived as new is a/an  
(i) Research (ii) Discovery (iii) Innovation (iv) Adoption
- (b) Which one of the aids involved more than two sensory organs?  
(i) Television (ii) Radio (iii) Poster (iv) Model
- (c) Carrying some significant responses of the audience back to communicator is called  
(i) Credibility (ii) Feedback (iii) Message Treatment (iv) Fidelily
- (d) Adoption is a/an –  
(i) Educational process (ii) Spreading process (iii) Mental process (iv) Physical process
- (e) Communication involves three phases; expression, interpretation and:  
(i) Response (ii) Reception (iii) Transmission (iv) Reselection
- (f) Discontinuation occurs only after an innovation has been –  
(i) Fully adopted (ii) Partially adopted (iii) Not at all adopted (iv) All above
- (g) The measures of innovativeness and classification of members of the social system into adopter categories are based on –  
(i) Relative speed of adoption of an innovation (ii) Relative position of an individual in the society  
(iii) Relative forwardness (iv) Relative time of adoption of an innovation
- (h) While reading any visual, human eye moves normally in a –  
(i) 'Y' Like Patter (ii) 'Z' Like Pattern (iii) 'C' Like Pattern (iv) None of the above
- (i) Optical centre of any visual lies –  
(i) In the centre (ii)  $\frac{3}{4}$ <sup>th</sup> of height of the page (iii)  $\frac{5}{8}$ <sup>th</sup> of height of the page (iv) None of the above
- (j) The communication of innovations  
(i) Involves a time factor (ii) Does not involve time factor (iii) May or may not involve time factor  
(iv) Has no relevance

## B.Sc. (Ag.) Honours Semester-V Examination, 2018

Course No: AEX-311 (Extension Methodologies for Transfer of Agricultural Technologies)

### Part - II (Descriptive Type)

Time : 100 minutes

Full marks : 30

Questions are of value as indicated in the margin

Answer *any three* questions

2. Define the term 'Communication'. Discuss the various models of communication. 3+7=10
  3. What do you mean by 'Extension Programme Planning'? Discuss the principles and steps in extension programme development process. 2+4+4=10
  4. Define 'Agricultural Journalism'? Discuss the types of agricultural news. 4+6=10
  5. Explain the different elements of diffusion process. Discuss adopter categories and their characteristics. 4+6=10
  6. Write short notes (*any four*): 2.5×4=10
    - (a) Empathy
    - (b) Classification of Extension Teaching Methods
    - (c) Communication gap
    - (d) Farmers Field School (FFS)
    - (e) Krishi Vigyan Kendra (KVK)
    - (f) Result and Method Demonstration
    - (g) Advantages of Information and Communication Technologies (ICTs)
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