

KERALA AGRICULTURAL UNIVERSITY

B.Sc Hons (Ag) 2010 Admission

Vth Semester Final Examination- January /February -2013

Time: 3 hours

Marks: 80

Cat. No: Extn.3103

Title: Communication and Extension Methodologies for Transfer of Agricultural Technology (1+1)

I. Indicate 'True' or 'False' for the following statements

10 x 1.0 = 10.0

- 1) Homophily is barrier to effective Communication.....
- 2) Interpersonal communication occurs between two individuals in face to face situation.....
- 3) Communication through mass media channel is cheaper than interpersonal channels.....
- 4) A poor listener is a poor communicator.....
- 5) Method Demonstration is a short time demonstration.....
- 6) Mass contact methods lack advantage of personal touch.....
- 7) Group Contact methods are useful to educate ' study at home' type of farmers
- 8) Radio is a best method to teach skill.....
- 9) Field visits are very useful to teach 'show me' type of farmers.....
- 10) Check plot is a must for method demonstration.....

II Write Short Notes (Answer any 10)

10 x 3.0 = 30.0

- 1) Learning
- 2) Teaching
- 3) Group discussion meeting
- 4) Kissan Mela
- 5) Seminar
- 6) Flash Card
- 7) News story
- 8) Communication

- 9) Feedback
- 10) Listening
- 11) Diffusion
- 12) Adoption

III Write short essays on any six of the following

6 x 5.0 = 30.0

1. Levels of communication
2. Importance of communication
3. Barriers to communication
4. Individual contact methods advantages and limitations
5. Importance of agricultural journalism
6. Factors influencing selection of extension teaching methods
7. Types of public speaking
8. Role of key communicators

IV Write essay on any one of the following questions

1 x 10.0 = 10.0

- 1) What is programme planning. Explain the different steps diagrammatically
- 2) Classify the extension teaching methods according to use and form with suitable examples