

KERALA AGRICULTURAL UNIVERSITY
B.Tech.(Food Engg.) 2014 Admission
VII Semester Final Examination-January-2018

Extension Methods and Transfer of Technology (1+1) Marks: 50
Time: 2 hours
(10x1=10)

Choose the correct answer

The word "communication has its origin from -----language

- a Spanish
c Latin
b French
d Greek

Lecture method is an example for-----

- a Written form
c Mass method
b Visual form
d Spoken form

Field visit conducted on a large scale becomes a-----

- a Field day
c Campaign
b Educational tour
d Result Demonstration

Fidelity in communication is associated with-----

- a Noise
c effectiveness
b Distortion
d Belief

Spreading of new ideas into the social system is called-----

- a Adoption
c Diffusion
b Communication
d None of these

State True or False

Communicator need not possess listening skills

Real object is an example for projected aid

Result Demonstration is considered as the best method

Extension programmes should be made flexible

The concept of feedback and audience response are synonymous

Write Short notes on any FIVE of the following

Diffusion and Communication

Front line demonstration and Result Demonstration

Extrinsic motivation and intrinsic motivation

Informal education and Non-formal education

Newsletters and New stories

Flash cards and flannel Graphs

Explain the importance of communication in transfer of technology

Answer any FIVE of the following.

Write the classification of Audio-visual aids and their role in Agril.Engineering

Extension.

What is the role of Farm publications in transfer of technology ?

What are the recent trends in Agricultural communication explain?

What is communication and what are barriers to effective communication.

What is mass contact method and list out the advantages and disadvantages of it..

Explain factors to be considered while drawing letters in preparation of visual aids

What is stress situation and how to manage it?

Write an essay on any ONE of the following

What are different types of training for the development of extension

professionals for transfer of technology

Classify Channels of Communication in extension work according to different criteria

With examples and list out advantages and disadvantages
