

KERALA AGRICULTURAL UNIVERSITY
B.Sc. (Ag) 2003 Admission - V Semester Final Examination
July/August 2006

Extn 304
Communication in Agriculture (1+0)

Max. Marks: 60
Time: 2 hours

PART I

20 X 0.5 = 10

A. Fill up the blanks with appropriate words

1. STAR stands for -----
2. Early majority are other wise called as -----
3. ----- is the last step in adoption process
4. ----- initiates the communication process
5. ----- is communication of inoculation

B. Give the name of the following

6. They are the intended recipient of message
7. It is acting as an opinion leader for multiple topics
8. It refers to communicating with one's self
9. It carries the signals from transmitter to the receiver
10. They are the last who adopts an innovation

C. State the following statements as true or false

11. All senses are stimulated at a time through mass media channels
12. Response is the function of the whole personality
13. Communication is a social process
14. Feed back does not affect the source
15. Interpersonal communication is one way communication

D. Choose the correct answer

16. Key communicators are otherwise called as (opinion leaders / professional leaders)
17. Message coverage is more in (mass media / interpersonal channels)
18. It is for targeted group (diffusion / communication)
19. It is one of the elements of diffusion (time / history)
20. It is a measure of one's degree of freedom of choice to select a message (entropy / empathy)

PART II

Answer the following

6 X 1 = 6

1. Feedback
2. Credibility
3. Communication
4. Encoder
5. Treatment
6. Diffusion

PART III

Answer any six of the following

6 X 2 = 12

1. Define opinion leadership
2. List out the characteristics of innovation
3. Differentiate diffusion and communication
4. List out the elements of diffusion process
5. Discuss distortion
6. Discuss the models of message flow
7. Discuss non verbal communication
8. Discuss the methods of selection of key communicators

PART IV

Answer any four of the following

4 X 3 = 12

1. Discuss Berlo's model of communication
2. Discuss the types of channels in detail
3. Explain the various steps in adoption process
4. Briefly explain the barriers in communication
5. Discuss the factors affecting the credibility of sources
6. Discuss the adopter categories

PART V

Answer any four of the following

4 X 5 = 20

1. Discuss the characteristics of various elements of communication process
2. Discuss the recent advances in communication
3. Discuss in detail the innovation decision process
4. Define and differentiate the different types of communication
5. Draw a model for effective communication and explain in detail