

KERALA AGRICULTURAL UNIVERSITY  
B.Sc. (Ag) 2006 Admission V<sup>th</sup> Semester  
Final Examination, March 2009

Extn 3103

Communicative and diffusive of Agricultural Innovation (2+1)

Max. Marks: 60

Time: 2½ hours

**Objective Type Questions: Answer All**

(20 x 0.5 = 10)

**Fill up the blanks with suitable answers**

1. The main thumb rule of the good communicator is -----
2. Communication to be successful, it must be-----
3. The significant response of the audience back to the communicator is called-----
4. Through this activity an individual become aware of objects around oneself is known as -----
5. Attributes are otherwise called as -----
6. -----means trustworthiness and competence
7. The degree to which the results of an innovation are visible is known as -----
8. -----refers to the degree of certainty of receiving expected benefits from the adoption of innovation
9. Laggards are otherwise referred as-----
10. The relative earliness / lateness of an individual in the adoption of an innovation is----  
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**State True or False**

1. It is a decision to reject an idea as a result of dissatisfaction with its performance
2. Communication can occur with words only
3. Divisibility of an innovation represents more uncertainty in the adoption process
4. Message given through mass media channels reached to large group of audience with high accuracy
5. The diffusion process just stopped with the perusation or a attitudinal changes of target groups
6. Innovativeness and rate of adoption is concerned with the social system and the rate of adoption respectively
7. The primary function of the interest stage is to initiate the sequence of later stages
8. All the channels are equally useful in attaining a specific objective
9. When enough channels are not used in parallel noise will not occur in the communication process
10. Multimedia is an example for Information and Communication Tool

**Questions of Short Answers: Answer All**

(14 x 1 = 14)

1. Audience response
2. Factors influencing the selection of channels
3. Define decision
4. What is mean by diffusion effect?

5. Define communication gap?
6. What is mean by Small group training
7. What are the type's non-verbal communications?
8. Examples for Non projected aids
9. Define change agent
10. Define development communication
11. Early majority
12. Define Persuasion
13. Group Meeting
14. Time lag in Communication

**Questions for Short Notes: Answer any Eight**

**(8 x 2 = 16)**

1. Method demonstration Vs Result demonstration
2. Credibility vs Fidelity
3. Elaborate S-M-C-R-E model
4. Channel Vs Treatment
5. Aksya project in Kerala, is it ICT project, justify
6. What is mean by audience segmentation
7. Innovators vs Late majority
8. Adoption Vs Innovation
9. Why people resist change and give reasons
10. Grape vine communication

**Short Essays: Answer any Four**

**(5 x 4 = 20)**

1. Discuss the importance of communication in the transfer of agricultural technologies
2. Diffusion is a special type of communication comment
3. Explain communication in innovation-Decision process
4. Elaborate various adopter categories with diagram
5. Importance of modern media tools in Transfer of Farm Technologies
6. Enumerate the critical factors in Extension Communication in India.