

KERALA AGRICULTURAL UNIVERSITY
B.Sc. Hons. (Agriculture) – 2007 Admission - Vth Semester
Final Examination - January 2010

Cat. No. : Extn 3103

Max. marks: 80

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

Time : 3 hours

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

10 x 1.0 = 10.0

1. Feedback is more in mass communication -----
2. Heterophily is barrier to effective communication-----
3. The term communication is derived from French word. _____
4. Publications are effective methods to teach complex subject matter-----
5. Training is a Group contact method-----
6. Radio is an audio visual aid-----
7. Channel is link between source and receiver-----
8. Diffusion is mental process of decision making-----
9. Speaking is encoding skill-----
10. Krishi Vigyan Kendras are funded by ICAR-----

II. Write short notes (Answer any ten)

10 X 3.0 = 30.0

1. Adoption
2. Internet
3. Campaign
4. Brainstorming
5. Farm and home visit
6. Kissan mela
7. Field trial
8. Feedback

9. Diffusion
10. Radio
11. Kissan call centre
12. Public speech

III. Write Short Essay on any six of the following

6 X 5.0 = 30.0

1. Adopter categories and their characteristics
2. Functions of communication
3. Good characteristics of communicator
4. Importance of agricultural journalism
5. Advantages and limitations of mass contact methods
6. Stages in-adoption process
7. Communication skills
8. Steps in conducting Method demonstration

IV. Write essays on any one of the following

1X 10 = 10.0

1. What is communication model? Explain any one of the model diagrammatically
2. What is programme development process? Explain the need and steps in conducting extension programme