KERALA AGRICULTURAL UNIVERSITY
B.Sc (Hons.) Agriculture – 2009 Admission V[th] Semester
Final Examination – January / February 2012

Title   : Extn. 3103   Marks : 80
Course : Communication and Extension Methodologies   Time : 3 hours
        for Transfer of Agricultural Technology (1+1)

I. Fill up the blanks   (10 x 1 = 10)

1. The word communication is derived from the Latin root............................ meaning commonness.

2. .... is the one who initiates the process of communications process

3. A good message must be in line with the .... to be attained.

4. .... is the intended receiver of the messages in the process of communication.

5. .... are the physical bridges between the sender and receiver of the messages.

6. According to Lee Thayer, the basic functions of communication are the .... function, instructive function, influence function and integrative function.

7. The teaching method appropriate for skill transfer is ....

8. It is an intensive teaching activity undertaken at an opportune time for a brief period to focus attention in a concerted manner on particular problem is called.................

9. .... is the mental process through which an individual passes from hearing about an innovation to final adoption.

10. .... is a stage in the adoption process characterized by small scale experimental use.

II. Write short notes on ANY TEN of the following   (10 x 3 = 30)

1. Importance of Communication
2. Organizational Communication
3. Verbal Communication
4. Field Dairy
5. Farm and Home Visit
6. Buzz Group Workshop
7. Video Conference
8. Importance of Agricultural Journalism
9. Types of Training
10. Role of Key Communicators
11. Cyber Cafes
12. Monitoring and Evaluation

III. **Write short essays on ANY SIX of the following**   (6 x 5 = 30)

1. Levels of communication
2. Lessening skills
3. Classification of Extension Teaching Methods
4. Result Demonstration
5. Diffusion Process
6. Key communicators
7. FTC and KVK for training farmers
8. *Kisan Mela*

IV. **Write essay on ANY ONE of the following**   (1 x 10 = 10)

1. Elements of communication process with illustration.
2. Characteristics of different categories of adopters.