

# KERALA AGRICULTURAL UNIVERSITY

BS.c (Hons) Agriculture 2014 Admission

Vth Semester Final Examination-January 2017

Cat. No: Extn.3103

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

Marks: 50

Time : 2 hours

I. Fill in the blanks:

(10 x 1=10)

1. Exchange of ideas between two or more persons is called -----
2. The obstruction that enters the communication channels is called -----
3. Trustworthiness of the source of communication is called -----
4. The communication that involves gestures, facial expressions, movement of arms etc is -----
5. The first people to adopt a new idea are called -----
6. The last people to adopt a new idea are called -----
7. Spreading of an innovation among the members of social systems is -----
8. Degree to which an innovation is consistent with existing values and past experience of adopters is called -----
9. The first KVK in India was established at ----- in 1974.
10. The outline of activities arranged chronologically for effective execution of work is called -----

II. Write short notes on ANY FIVE:

(5x 2=10)

1. Special features of Agricultural communication.
2. Feedback.
3. Media Mix.
4. Field Tour.
5. Exhibition.
6. Types of Training.
7. Extension Programme Planning.

III Write answers on ANY FIVE:

(5 x 4=20)

1. Verbal and non-verbal communication.
2. Public speaking.
3. Method Demonstration.
4. Brain Storming.
5. Adoption Process.
6. Capacity Building of Extension Personnel.
7. Monitoring and evaluation of extension programmes.

IV. Write essay on any ONE

(1 x 10=10)

1. Barriers in communication and methods of overcoming the barriers of communication.
2. Extension planning process and Principles of programme planning.

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