

KERALA AGRICULTURAL UNIVERSITY
B.Sc (Hons.) Ag 2013 Admission
Vth Semester Final - Examination- January-2016

Time: 2 hours
Marks: 50.00

at. No: Extn.3103

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

Fill up the blanks

(10 x 1=10)

1. The process by which two or more people exchange ideas ,facts, feelings or impressions in ways that each gains a common understanding about message is called _____
2. The devices used to create situations in which communication can take place between the instructor and the learner are called _____
3. The public installations wherein computers are installed to make agricultural extension services accessible to people are called _____
4. The toll free number of Kissan Call Centre is _____
5. The profession of writing for a journal, or a newspaper , a magazine ,radio, or for a television about agriculture and allied subjects is called _____
6. The famous S-M-C-R-E model of communications is proposed by _____
7. The way of showing people the value or worth of an improved practices whose success has already been established on the research station is called _____
8. The process by which an innovation is communicated through certain channels over time among the members of the social system is called _____
9. The degree to which an innovation is perceived as being better than the idea it super cedes is _____
10. Campaign is an example of _____ contact method

I Write short notes on any FIVE questions

(5 x 2=10)

1. What is a cyber café? Enumerate various examples of cybercafés you have studied
2. List out the advantages of Radio in broadcasting programmes to audience
3. What do you meant by the term Campaign? Explain its advantages
4. What is a field day ?Explain briefly how a field day can be implemented
5. What do you understand by the term Farm and Home visit .Write its objectives
6. What are the characteristic of Feed Back
7. Define the terms Monitoring and Evaluation

II Write short essay on any FIVE questions

(5x 4=20)

1. Write the important features of Kissan Call Centre
2. Explain about various types of training conducted by Farmers Training centre (FTC)
3. What are the merits and limitations of Agricultural journalism

4. What are the five stages in Innovation Decision Process (IDP) as proposed by Rogers and Shoemaker? Write briefly about the first two stages in IDP.
5. Explain the steps, merits and demerits of field trial.
6. Write the differences between result demonstration and method demonstration in a tabular form?
7. What are the objectives of Television? Write its advantages and limitations.

IV Write essay on any ONE

(1 x 10=10)

1. Explain in detail the characteristics of adopter categories with the help of a neat Diagram.
2. Explain principles of programme planning and steps in Programme Development Process.