



# KERALA AGRICULTURAL UNIVERSITY

B.Sc (Hons.) Ag. 2012 Admission

V<sup>th</sup> Semester Final Examination- January/February -2015

Marks.80

Time: 3 hours

No: Extn.3103

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

**I. Fill in the blanks (10x1=10)**

1. ....is written by the extension agent to particular farmer or home maker in connection with extension work.
2. ....shows how to carry out an entirely new practice or an old practice in a better way.
3. Flag method is an example for .....
4. ....are the expression of the ends towards which our efforts are directed.
5. The ability to project oneself into the role of another person is called.....
6. The miniature replica of an object is called.....
7. ....means carrying some significant responses of the audience back to the communicator.
8. People in a community to adopt a new idea last are called as .....
9. Mathematical model of communication was given by.....
10. ....is a systematic display of models, specimen, charts, posters in a sequence around a theme to create interest in the community.

**II. Write short notes/ answer the following questions (ANY TEN) (10x3=30)**

1. What are the factors influencing selection of extension teaching methods?
2. Write short notes on Innovative information sources.
3. Define communication. What are the elements of communication? Write characteristics of these elements.
4. Differentiate between Result Demonstration and method demonstration with examples
5. What do you mean by Flash Card

6. What are Audio-visual aids? Write the classification of AV aids according to "form" and "Use".
7. Explain Shannon and Weaver's model of communication
8. What is adoption and over adoption? Explain with example.
9. How the activities of Krishi Vigyan Kendra is different from that of Farmers Training Centre?
10. Write short note on " Kissan call centre"
11. Define agricultural Journalism? Write the importance of it in Indian context.
12. Write the merits and demerits of Individual Contact Methods

**III. Write short essays on ANY SIX of the following (6x5=30)**

1. Explain Edgar Dale's cone of experience as modified by Sheai.
2. What is Diffusion? Write about different adopter categories and their characteristics.
3. Explain the principles of Programme planning with suitable examples
4. Write the Berlo's and Leagan's models of communication and explain any one of them in detail
5. Brief about the role of Mass media (Radio, newspaper, TV) in transfer of agricultural technologies.
6. Explain different Group contact extension teaching methods with examples.
7. Write the meaning of communication. What are the barriers found in communication process and how to over come these barriers.
8. Write short notes on verbal and Non-verbal communication skills.

**IV. Write essay on any one (1x10=10)**

1. Explain the steps involved in Innovation Decision process with suitable examples
2. What is programme development process. Explain the need and different steps in conducting extension programme