



KERALA AGRICULTURAL UNIVERSITY
B.Sc. (Hons.) Ag. 2015 Admission
V Semester Final Examination-March-2018

Extn.3103

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

Marks: 50
Time: 2 hours
(10x1=10)

I Fill in the blanks

- 1 ----- is an individual contact extension method of determining the suitability of new practice in farmer's situation.
- 2 The trustworthiness and competence of a good communicator is termed as -----of the source.
- 3 Extension communication is never complete without ----- information.
- 4 -----is a decision to reject an idea in order to adopt a better idea that supersedes it.
- 5 S-M-C-R-E model of the communication process was proposed by -----
- 6 -----are venturesome and the first to adopt new idea, much ahead of other members in the community.
- 7 -----are instructional devices which are used to communicate messages more effectively through sound and visuals.
- 8 -----is a specification of work to be done or procedures to be followed in order to accomplish a particular objective.
- 9 Only -----can make teaching perfect.
- 10 -----is a plan of work arranged chronologically.

II Write Short notes on ANY FIVE of the following

(5x2=10)

- 1 What are the basic functions of communication?
- 2 Define empathy:
- 3 Differentiate adoption and diffusion:
- 4 Define result demonstration:
- 5 What do you mean by overadoption?
- 6 What is meant by plan of work?
- 7 What is the relation between noise and fidelity for an effective communication?

III Answer ANY FIVE of the following

(5x4=20)

- 1 What are the five stages of adoption model?
- 2 Is it necessary to have audience response for a successful communication? Substantiate:
- 3 Explain Berlo's model of communication?
- 4 What are the steps involved in Farm School on AIR?
- 5 List out the major barriers of communication related to the receivers:
- 6 What are the three categories of consequences of innovations?
- 7 What are Kisan Call centres and state their objectives:

IV Write an essay on ANY ONE of the following

(1x10=10)

- 1 Explain in detail about the perceived attributes of innovations with examples
- 2 What are the principles of extension programme planning?
