



**KERALA AGRICULTURAL UNIVERSITY**  
**B.Sc. (Hons.) Ag. 2017 admission**  
**IV Semester Final Examination-August-2019**

Extn.2204

**Communication Skills and Personality Development (1+1)**

**Marks: 50**  
**Time: 2 hours**

- I Fill in the blanks (10x1=10)**
- 1 .....small group interaction designed to encourage free introduction of ideas and thoughts
  - 2 Ineffective environment is one of the ..... in communication.
  - 3 Selecting the time of meeting, is essential for organizing an .....
  - 4 “Puppet show” is a ..... method.
  - 5 The term communication stems from the *latin* word.....
  - 6 An extension worker contemplates for next month’s programme is a ..... communication
  - 7 The term “noise” was introduced in communication model by .....
- State True or False**
- 8 Social media provide scope for interactivity.
  - 9 Raising eyebrows is a form of verbal communication.
  - 10 An extension worker addresses a gathering is a personal contact method.
- II Write short notes on ANY FIVE of the following (5x2=10)**
- 1 Types of communication skills.
  - 2 List the barriers in communication.
  - 3 What is expert system? Mention its advantages.
  - 4 Define diffusion and adoption.
  - 5 Brief on stress management.
  - 6 What do you understand by the term personality? Mention the different types of personality.
  - 7 What is crisis management?
- III Answer ANY FIVE of the following (5x4=20)**
- 1 Explain the barriers in communication
  - 2 Explain the adopter categories and their characteristics
  - 3 What is Agricultural Journalism? Explain the types.
  - 4 Define communication and explain the levels of communication?
  - 5 Describe the classification of Audio- Visual aids.
  - 6 What is an innovation? Explain the characteristics of innovation?
  - 7 Explain the cone of experience.
- IV Write an essay on ANY ONE of the following (1x10=10)**
- 1 Write an essay on the role of Information and Communication Technology (ICT) tools in transfer of agricultural technology. Cite examples.
  - 2 Write an essay on communication models and their relevance in today’s context.

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