



**COLLEGE OF AGRICULTURE, FISHERIES & FORESTRY
SCHOOL OF AGRICULTURAL SCIENCE
DEPARTMENT OF AGRICULTURAL ECONOMICS AND
EXTENSION EDUCATION**

**BACHELOR OF SCIENCE IN AGRICULTURE YEAR 2
FINAL EXAMINATION
TRIMESTER 1, 2017**

**AEX 601 EXTENSION METHODOLOGIES FOR TRANSFER OF
AGRICULTURAL TECHNOLOGY**

[Total Marks: 100]

Time Allowed : 3 hours plus 10 minutes reading time

Instructions : This paper consists of 6 pages.

Please check to see that your paper is complete.

Answer ALL questions in the answer booklet. Number your answers correctly in the answer booklet.

Write your student ID number on all the pages that you use including any additional sheet of paper.

Printed or written material is not allowed into the examination hall.

Mark values appear at the end of each question or part thereof.

“MOBILE PHONES ARE STRICTLY NOT ALLOWED”

SECTION	DESCRIPTION	Marks
SECTION A	Part 1 - Multiple Choice Questions	15
	Part 2 – Fill in the Blanks	15
	Part3 – True or False	15
	Part4- Matching	5
SECTION B	Short Answer Questions	20
SECTION C	Essay Question	30

**AEX 601 EXTENSION METHODOLOGIES FOR TRANSFER OF AGRICULTURAL TECHNOLOGY
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Part 1 Multiple Choices

(15 Marks)

1. It establishes a favourable climate in which development can take place.
 - a) Communication
 - b) Extension
 - c) Models
 - d) Education
2. It is no good without careful direction or use in the right way in relation to the right message.
 - a) Source
 - b) Treatment
 - c) Channels
 - d) Feed back
3. It relates to the technique, or details of procedure, or manner of performance, essential to expertness in presenting messages.
 - a) Treatment
 - b) Channel
 - c) Message
 - d) Audience
4. It is a place where one can use a computer with Internet access, most for a fee, usually per hour.
 - a) Cyber café
 - b) Internet
 - c) Tele conference
 - d) Video conference
5. It is an idea, practice, or object perceived as new by an individual.
 - a) Adoption
 - b) Innovation
 - c) Diffusion
 - d) Knowledge
6. It is an intense educational activity for motivating and mobilizing a community to action, to solve a problem or satisfy a need urgently felt by it.
 - a) Exhibition
 - b) Campaign
 - c) Famers rally
 - d) Radio
7. It basically show farmers how to do something.
 - a) Result demonstration
 - b) Field demonstration
 - c) Method demonstrations
 - d) Farm demonstration

8. At this stage of the innovation-decision process, the individual forms a favourable or unfavourable attitude towards the innovation.
 - a) Knowledge
 - b) Decision
 - c) Implementation
 - d) Persuasion
9. In this method the extension agent communicates with a vast and heterogeneous mass of people and is known as
 - a) Mass contact method
 - b) Group contact method
 - c) Individual contact method
 - d) Extension teaching method
10. When you want to reach people who cannot read or write, or people who live in remote villages, and when you want to reach people speedily, you make use of
 - a) Radio
 - b) Television
 - c) Newspaper
 - d) Bulletin
11. Refers to a formal meeting where participants exchange their views on various topics.
 - a) Conference
 - b) Campaign
 - c) Exhibits
 - d) Lectures
12. Just as the extension agent visits the farmer, so he can expect that from time to time the farmer will visit him at his office which is known as,
 - a) Phone call
 - b) Personal letters
 - c) Office visits
 - d) Farm visits
13. Many obstructions can enter channels. These are often referred to as
 - a) Noise
 - b) Distraction
 - c) Barrier
 - d) Hindrance
14. Under this category, the rural people or farmers are contacted in a group which usually consists of 20 to 25 persons.
 - a) Mass method
 - b) Individual method
 - c) Group method
 - d) None of the above

15. Is the most common form of personal contact between the agent and the farmer and often constitute over 50 percent of the agent's extension activities.
- Office calls
 - Personal letters
 - Farm visits
 - Informal contacts

Fill In The Blanks

(15 Marks)

- _____ situations include face-to-face conversations and telephone calls.
- _____ is a communication by means of written symbols either printed or hand written.
- _____ is simply communication without the use of words.
- _____ is a tentative description of what a social process, say the communication process or a system might be like.
- _____ includes the five essential elements of communication, i.e., the speaker, the speech or message, the audience, the occasion, and the effect.
- _____ was conceived as a linear act of transmission of a message from a source to a receiver via a signal producing transmitter.
- According to _____ a source (S) and message (M) via certain channels (C) reach the receiving individual (R), and causes some effects (E) i.e., changing the existing behaviour pattern of the receiver.
- _____ is made up of devices that employ one of two communication methods.
- _____ is a decision to make full use of an innovation as the best course of action available.
- _____ is a discussion carried out in front of a group by two knowledgeable persons capable of thoughtful communicative discourse on specific subjects.
- This includes all the elements of the Seminar, but with the largest portion being emphasized on "hand-on-practice" or laboratory work. _____
- _____ can range in size from a small group to annual events attracting hundreds of farmers. Since the aim is a general introduction to some new idea, there is less need to be concerned about limiting the numbers.
- _____, then, is a conscious attempt to share information, ideas, attitudes and the like with others.
- For the same reason, the human mind can also distort what it hears. It is an unconscious process and is known as _____.
- _____ will occur continually during the agent's stay in a particular area. Market days, holiday celebrations or religious events will bring him into contact with the farmers.

Part 3

True and False

(15 Marks)

1. Symposium is a group of talks, speeches or lectures presented by several individuals on various phases of a single subject problem.
2. Debate is a series of lectures for and against on a given topic by knowledgeable persons.
3. Is a form of academic instruction, either at a university or offered by a commercial or professional organization and is known as work shop.
4. There are two principal types of demonstration used by extension agents.
5. The main purpose of a method demonstration is to show local farmers that a particular new recommendation is practicable under local conditions.
6. The quality of a poor communicator is failing to have ideas to present that are really useful to the audience.
7. By definition, agricultural communicators are science communicators that deal exclusively with the diverse, applied science and business that is agriculture.
8. Good communication does not consist merely of giving orders, but also of not creating understanding.
9. One's state of mind and psych has direct effect on how he/she communicate effectively.
10. A farmer is often likely to listen to the advice given by the extension agent and will be grateful for this diverted attention.
11. One way of classifying the extension methods is according to their use & nature of contact.
12. Awareness Stage, this is the starting stage wherein the farmer comes to know the existence of the new idea but he doesn't have full information about the idea.
13. Trial Stage is being satisfied with the performance of the new idea tested on small scale in his own situation; the farmer uses the new idea continuously on a full scale.
14. Few speaking situations may be totally non-interactive, such as when recording a speech for a radio broadcast.
15. Nonverbal communication is simply communication without the use of words. It is the process of sending and receiving wordless messages.

Part 4 Matching

(5 Marks)

Match list A with List B

	List A		List B
1	Westley and Maclean's model	A	Form of nonverbal communication
2	Facial expressions	B	Who says what, in which channel, to whom, and, with what effect
3	Barriers to speaking	C	Source, Public and Channel
4	Lasswell's Model	D	Varies the aspirations of the people
5	Communication	E	Incomplete sentences

Short Answer Question

(20 Marks)

Note: You are required to answer ALL questions.

1. Judge two advantages and two limitation of mass contact method. (2 Marks)
2. Generate two advantages each for exhibition and farmers rally. (2 Marks)
3. Judge two dynamic characteristics of lecture group method. (1 Mark)
4. Evaluate the four basic principles for demonstrations. (4 Marks)
5. Generate two advantages of farm visits. (1 Mark)
6. List down three functions of extension teaching methods. (2 Marks)
7. Classify extension teaching methods according to their form and use with two examples for each. (2 Marks)
8. Differentiate between David Berlo's model and Rogers and shoemaker's model. (2 Marks)
9. Evaluate four barriers of communication. (2 Marks)
10. State four importance of communication. (2 Marks)

Long Answer Question

(30 Marks)

Note: You are required to answer both essay questions. Each question is worth 15 marks each.

1. Adoption is essentially a decision making process. Decision making is a process which may be divided into a sequence of stages with a distinct type of activity occurring during each stage. Similarly, the way in which individual adopts an innovation is viewed by most researchers as a process, a series of related events in a time sequence. **There are many factors influencing adoption process. Broadly, discuss the factors influencing the adoption of innovations. (15 Marks)**
2. Communication is a very essential process for any human activity to take place. **List and explain the elements involved in communication process. (15 Marks)**

***The End ***