



KERALA AGRICULTURAL UNIVERSITY
B.Tech.(Food Engineering) 2019 Admission
VII Semester Final Examination – December 2022

Basc.4112

Extension Methods and Transfer of Technology (1+1)

Marks: 50
Time: 2 hours

- I State True or False (10x1=10)**
1. Non-formal education is inductive approach and rigid.
 2. You can apply yesterday's method today and be in business tomorrow.
 3. The basic philosophy of extension education is to teach people what to think, not how to think.
 4. A satisfied customer is the best advertisement.
 5. Exhibition is an intensive extension activity for motivating and mobilizing a whole community to action, to solve a problem.
 6. Brain storming is a type of small group interaction designed to encourage the free introduction of ideas on an unrestricted basis.
 7. Seminar is a short series of lectures on particular topic.
 8. Humans can generally hear sounds with frequencies between 20 Hz to 20 kHz.
 9. Destination is the unique element in Leagans Communication model.
 10. Brainstorming is a process for bringing ideas into reality.
- II Write short notes on ANY FIVE of the following (5x2=10)**
1. Importance of communication in extension
 2. Community Development programme
 3. Write the differences between Method and Result Demonstration.
 4. Barriers of communication
 5. Farm publications
 6. List any four pre-independent rural development programmes.
 7. PRA
- III Answer ANY FIVE of the following (5x4=20)**
1. Factors influencing selection and combination of extension methods
 2. Functions of communication
 3. Need for extension
 4. Rural development programmes- Post independence (any two)
 5. Audio- visual aids
 6. Write short note on any two small group techniques.
 7. Innovation-Decision Process
- IV Write an essay on ANY ONE of the following (1x10=10)**
1. Classification of Extension Teaching Methods
 2. Elements of communication process
