

KERALA AGRICULTURAL UNIVERSITY

B.Tech (Food.Engg) 2011 Admission
VIIth Semester Final Examination- January-2015

Cat. No: Basc.4112

Title: Extension Methods and Transfer of Technology (1+1)

Marks: 80
Time: 3 hours

I. Match the following:

(10 x 1= 10)

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|----------------------------------|-------|----------------------------------|
| 1. Extension Organization in USA | ----- | a. Media Mix |
| 2. Ettawah Pilot Project | ----- | b. Cyber Extension |
| 3. Flannel graphs | ----- | c. 2 nd October 2014 |
| 4. PRA | ----- | d. Extension Teaching |
| 5. Edgar Dale | ----- | e. Folk Media |
| 6. Puppet show | ----- | f. Cone of Experience |
| 7. AIDCAS | ----- | g. Participatory Rural Appraisal |
| 8. Expert system | ----- | h. Alfred Mayor |
| 9. Radio Forum | ----- | i. Cooperative Extension |
| 10. Swachh Bharat Abhiyan | ----- | j. Non projected Visual Aids |

II. Differentiate the following (ANY TEN):

(10 x 3= 30)

1. Formal and Non Formal education systems
2. Folk Media and cyber extension methods in development communication
3. Innovators and laggards
4. Method demonstration and result demonstration
5. Specimen and Model
6. Adoption and Diffusion
7. Learning and Teaching
8. Exhibition and campaign
9. Relative advantage and Compatability of innovations
10. Centralized and decentralized planning
11. Mass methods and Individual methods of communication
12. PRA and RRA

III. Write short essays on ANY SIX of the following

(6 x 5= 30)

1. Principles of Extension Education
2. Categories of Adoption
3. Modern methods of communication
4. Non- projected aids in communication
5. Communication noise
6. Berlo model of communication
7. PRA tools
8. Flash cards

IV. Write essays on (ANY ONE)

(1 x 10=10)

1. Explain Innovation decision model stating its difference from the adoption model of innovation? Show how a society can be categorized based on innovativeness stating briefly the characteristics of each category?
2. What are the important mass methods of extension teaching? Give the advantages and limitations of using any two mass media methods in Extension Education? Explain the steps involved in organizing a Pesticide free vegetable campaign in a village?