



KERALA AGRICULTURAL UNIVERSITY
B.Tech.(Food Engg.) 2016 Admission
VII Semester Final Examination-December 2019

Basc.4112

Extension Methods and Transfer of Technology (1+1)

Marks: 50
Time: 2 hours

I Choose the correct answer (10x1=10)

1. Communication skills refers to _____
 - a Encoding skills
 - b Decoding skills
 - c Both A and B
 - d Noise
2. To prove the worth of a new practice, the best method of extension education is-----
 - a Field trial
 - b Method Demonstration
 - c Whole Farm Demonstration
 - d Result Demonstration
3. An example for a farm publication is
 - a News paper
 - b Package of practice
 - c Radio
 - d Group meeting
4. Seed treatment can be accomplished by _____
 - a Campaign
 - b Method Demonstration
 - c Lecture
 - d None of these
5. OHP is used to project _____
 - a Opaque aids
 - b Transparent materials
 - c Audio aid
 - d None of these

Match the Following

- | | |
|------------------------|------------------------|
| 6. Multimedia | a Group contact method |
| 7. Folk songs | b Vocational training |
| 8. Discussion meetings | c Mass contact method |
| 9. KVK | d Traditional media |
| 10. Krishimela | e e-communication |

II Write Short notes on ANY FIVE of the following (5x2=10)

1. Diffusion and Adoption
2. Method Demonstration and Result Demonstration
3. Extrinsic motivation and Intrinsic motivation
4. Training and Education
5. Posters and Charts
6. Individual contact and Group contact
7. Explain the importance of communication in transfer of technology

III Answer ANY FIVE of the following. (5x4=20)

1. Give the classification of Audio-visual aids with suitable examples
2. Explain the role of innovative information sources (Internet, Teleconference).
3. Kissan call centre in the transfer of technology.
4. Explain the adoption process in decision making in extension.
5. What is communication and what are its basic functions?
6. What is group contact method and list the advantages and disadvantages?
7. Explain factors to be considered while drawing letters in preparation of visual aids.

IV Write an essay on ANY ONE of the following (1x10=10)

1. Classify Extension teaching methods according to nature of contact with the people with examples and list out advantages and disadvantages of each method
2. What is training and what are different methods of training for the development of Extension Professionals for transfer of technology?
