



KERALA AGRICULTURAL UNIVERSITY
B.Tech. (Food Engg. & Technology) 2017 Admission

VII Semester Final Examination-February 2021

Basc.4112

Extension Methods and Transfer of Technology (1+1)

Marks: 50
Time: 2 hours

I Fill in the Blanks (10x1=10)

1. Small Farm Mechanization is a _____ sponsored scheme operated in Kerala.
 2. _____ is an ICT initiative of the Kerala Agricultural University which provides demand driven information in agriculture.
 3. The direct, face-to-face contact by the extension agent with the farmer or homemaker at their farm or home is _____.
 4. Phillips 66 format is also known as _____.
 5. The selection of a course of action from among two or more possible alternatives in order to arrive at a solution for a given problem is _____.
- State True or False**
6. For attitudinal change we go in for the group discussion.
 7. Flag method is a group contact method.
 8. Brainstorming is a type of small group interaction designed to encourage the free introduction of ideas on an unrestricted basis.
 9. The field demonstrations conducted under the close supervision of scientists of the National Agriculture Research System are called result demonstration.
 10. Morale is a state of mind and emotions affecting willingness to work which in turn affects individual and organizational objectives.

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

1. Clarify any four factors that influence selection of extension methods.
2. Explain any two advantages of individual contact method in transfer of agricultural technologies.
3. State the socio-psychological barriers in communication.
4. List out any five latest audio visual equipment and devices used in extension.
5. Elucidate the types of communication networks in organizational communication.
6. State the role of motivation in Extension.
7. What are the different organizational changes we observe today? Explain with examples.

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

1. What are the stages of adoption?
2. State the procedure in conducting method demonstration.
3. Explain briefly the level of communication.
4. What are the non-projected visual aids? Explain briefly any five display type of non-projected aids.
5. Elucidate the types of communication networks in organizational communication.
6. Explain the following training methods- On the Job training, Coaching, Mentoring.
7. What are the different organizational changes we observe today?

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

1. Write about the rural development approaches in India.
2. Explain the different theories of motivation.
