



**KERALA AGRICULTURAL UNIVERSITY**  
**B.Tech. (Food Engg.) 2018 Admission**  
**VII Semester Final Examination - January 2022**

**Basc.4112**

**Extension Methods and Transfer of Technology (1+1)**

**Marks: 50**  
**Time: 2 hours**

**I Fill in the blanks (10x1=10)**

1. \_\_\_\_\_ is the process related to adoption of an innovation in an entire social system over a period of time.
2. The principle of method demonstration is \_\_\_\_\_.
3. Training is mostly \_\_\_\_\_ oriented concepts.
4. Video is a \_\_\_\_\_ type of audio visual aid.
5. \_\_\_\_\_ is the adopter category who has greatest opinion leadership.
6. \_\_\_\_\_ is the communication that originates and completes within the individual.
7. Expansion of MGNREGS is \_\_\_\_\_.
8. \_\_\_\_\_ is a type of small group interaction designed to encourage free introduction of ideas.
9. The community development programme was started in the year \_\_\_\_\_.
10. NAIP is implemented by ICAR in association with \_\_\_\_\_.

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

1. ATMA
2. Farm clinics
3. Decentralized planning and Panchayat Raj system
4. Result demonstration
5. Focused Group Interviews
6. Mass contact methods in extension
7. Capacity building programs for women

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

1. Concept of extension education communication.
2. Key elements of agricultural communication.
3. Motivation and its role.
4. Factors related to adoption practices with suitable examples.
5. Group methods in extension communication.
6. T&V system with merits and demerits.
7. Decision making tools in organizations.

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

1. Explain the special features of agricultural communication. Discuss the recent trends in agricultural communication.
2. What is training? Discuss the training approaches and methods in the context of Agricultural Extension.

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