KERALA AGRICULTURAL UNIVERSITY

B.Tech (Food.Engg) 2012 Admission

VIIth Semester Final Examination-January -2016

Cat. No: Basc 4112   Marks: 80.00

Title: Extension Methods and Transfer of Technology (1+1)   Time: 3 hours

I Fill up the blanks/State True or False   (10 x 1=10)

1. The fundamental objective of extension is ....

2. .... is the extension teaching method used to show locally the worth or value of an improved practice whose success has already been established in the research stations

3. Spontaneous ideas are forthcoming in ..... group contact method

4. ..... is an intensive teaching activity undertaken for motivating and mobilizing a community to action for solving a problem

5. Exhibition is a ..... method of extension

6. Campaign is a .... type of communication

7. Expansion of RKVY is ....

8. ...... are instrumental devices which can be heard and seen

9. ..... is need satisfying and goal seeking behavior

10. Feed back is a part of communication sent by ....

II Write short notes on any ten questions   (10 x 3=30)

1. Stages of adoption process

2. Field day

3. Front Line Demonstrations

4. Special features of agricultural communication

5. Farm publications

6. National Rural Livelihood Mission

7. Key communicator

8. Communication fidelity

9. Basic motivating needs of extension personnel

10. Attributes of innovation

11. Principles of extension education

12. Leadership in the context of extension management

III Answer any Six questions   (6 x 5=30)

1. Distinguishing features of extension education

2. Factors to be considered in selection of extension teaching methods with suitable examples

3. Participatory tools and techniques in extension

4. First-Line Extension System

5. Classification of audio-visual aids

6. Peoples Planning Programme

7. Recent trends in agricultural communication

8. Watershed development programme

IV Answer any one question

(1 x 10=10)

1. Classify the extension methods and elaborate the characteristics of group contact methods

2. Explain the adoption and diffusion process,adopter categories and factors affecting adoption with suitable examples.

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