



KERALA AGRICULTURAL UNIVERSITY
 B.Tech.(Food Engg.) 2014 Admission
 VII Semester Final Examination-January-2018

Basc.4112

Extension Methods and Transfer of Technology (1+1) Marks: 50

Time: 2 hours
 (10x1=10)

I Choose the correct answer

- 1 The word "communication has its origin from -----language

a Spanish	b French
c Latin	d Greek
- 2 Lecture method is an example for-----

a Written form	b Visual form
c Mass method	d Spoken form
- 3 Field visit conducted on a large scale becomes a-----

a Field day	b Educational tour
c Campaign	d Result Demonstration
- 4 Fidelity in communication is associated with-----

a Noise	b Distortion
c effectiveness	d Belief
- 5 Spreading of new ideas into the social system is called-----

a Adoption	b Communication
c Diffusion	d None of these

State True or False

- 6 Communicator need not possess listening skills
- 7 Real object is an example for projected aid
- 8 Result Demonstration is considered as the best method
- 9 Extension programmes should be made flexible
- 10 The concept of feedback and audience response are synonymous

II Write Short notes on any FIVE of the following

(5x2=10)

- 1 Diffusion and Communication
- 2 Front line demonstration and Result Demonstration
- 3 Extrinsic motivation and intrinsic motivation
- 4 Informal education and Non-formal education
- 5 Newsletters and New stories
- 6 Flash cards and flannel Graphs
- 7 Explain the importance of communication in transfer of technology

III Answer any FIVE of the following.

(5x4=20)

- 1 Write the classification of Audio-visual aids and their role in Agril.Engineering Extension.
- 2 What is the role of Farm publications in transfer of technology ?
- 3 What are the recent trends in Agricultural communication explain?
- 4 What is communication and what are barriers to effective communication.
- 5 What is mass contact method and list out the advantages and disadvantages of it..
- 6 Explain factors to be considered while drawing letters in preparation of visual aids
- 7 What is stress situation and how to manage it?

IV Write an essay on any ONE of the following

(1x10=10)

- 1 What are different types of training for the development of extension Professionals for transfer of technology
- 2 Classify Channels of Communication in extension work according to different criteria With examples and list out advantages and disadvantages
