

PARUL UNIVERSITY
COLLEGE OF AGRICULTURE
B.Sc. (Hons.) Agriculture Winter 2019 - 20 Examination

Semester: 4

Date: 13/12/2019

Subject Code: 20109351

Time: 10:30 am to 01:00pm

Subject Name: Extension Methodology for Transfer of Agricultural Technolog Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.**A. Fill in the blanks. (Each of 1.00 marks)****(10)**

1. _____ is the physical bridge between communicator and audience.
2. _____ is the second step of programme planning.
3. First model of communication is given by _____.
4. _____ is the written tool of communication.
5. _____ per cent of innovators present in social system.
6. _____ is the source of message.
7. Communication word comes from _____ word.
8. _____ is the last step of programme planning.
9. _____ per cent of laggards present in social system.
10. _____ is the visual tool of communication.

B. Multiple choice type questions. (Each of 1.00 mark)**(10)**

1. _____ are the last to adopt new ideas in their social system.

a) Innovators	c) laggards
b) Early majority	d) late majority
2. Communication takes place from top to bottom is called as _____.

a) Upward Communication	c) Horizontal Communication
b) Downward Communication	d) None
3. Lasswell's model includes _____ elements.

a) 4	c) 6
b) 5	d) 3
4. _____ adopts new ideas just before the average members of a social system.

a) Innovators	c) laggards
b) Early majority	d) late majority
5. David Berlo's model includes _____ elements.

a) 4	c) 6
b) 5	d) 3
6. _____ is a tool of individual contact method.

a) Farm and Home visit	c) Exhibitions
b) Seminar	d) None
7. _____ is a tool of Group contact method

a) Kisan mela	c) Farm and Home Visit
b) Method Demonstration	d) None
8. _____ is a tool of Mass contact method.

a) Kisan mela	c) Farm and Home Visit
b) Method Demonstration	d) None
9. _____ is the fifth element of communication.

a) Communicator	c) Audience response
b) Audience	d) Message
10. Communication takes place from bottom to top is called as _____.

a) Upward Communication	c) Horizontal Communication
b) Downward Communication	d) None

Q.2 Do as Directed.

A. Define the following. (Any five)

(05)

1. Communicator
2. Objective
3. Aim
4. Situation
5. Innovators
6. Programme
7. Planning

B. Answer the following. (Any Five)

(05)

1. Draw the Aristotle's model of communication.
2. Write the difference between Result Demonstration and Method Demonstration.
3. Write the objectives of kisan-mela
4. Write the elements of communication
5. Write about Audience response.
6. Write the features of good message.
7. Write about the barriers in communication.

Q.3 Write short notes. (Any five)

(15)

1. Write the principles of extension programme planning.
2. Write advantages and limitations of Method Demonstration.
3. Enlist and Explain factors associated with adoption process.
4. Procedure to be followed while taking Farm and Home visit
5. Write about Television- A powerful tool of mass communication
6. Write the Characteristic of Communicator.

Q.4 Attempt any Three/Long Questions/Example

(15)

1. Draw the bell shaped adopter curve and write about each categories of adopter.
2. Draw the diagram of Steps involved in programme planning and write about each step.
3. Enlist and Explain Classification of extension teaching method with their example.
4. Write about Field Trial with their Advantage and limitations.