



Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

Final examination , I semester 2014-15 (July 2015)

AEM 102: Communication and Diffusion of Agricultural Innovations (3 credits)

Maximum Marks- 70

Duration- 2 ½ hours

ANSWER ANY FIVE QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

1. Write short notes on the following:
 - i. Opinion leaders in extension (5 marks)
 - ii. Use of Sociometric method in extension (5 marks)
 - iii. Importance of feedback in extension (4 marks)

2. Differentiate between communication and diffusion and role of communication in the diffusion process.

3. Explain the steps to conduct Focused Group Discussion (FGD) among farmers.

4. News Stories helps innovation decision process by providing accurate, unbiased account of the main facts of a current event- Explain this with a regional news paper of your area providing the news stories?

5. Classify the categories of "Adopters" and describe the characteristics of any one category.

6. Describe the attributes of innovation and their influence on transfer of technology.

7. Describe the elements of diffusion of an idea/ innovation.

8. Write short notes on **any four** types of communication used by an organization and explain (all the questions carry equal marks).
 - i. Informal communication
 - ii. Formal communication
 - iii. Horizontal communication
 - iv. Diagonal communication
 - v. Grapevine communication



January, 2015

Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

Supplementary Examinations of 2007-08 to 2012-13

AEM 102: Communication and Diffusion of Agricultural Innovations (3 credits)

Max. Marks-70

Duration - 2 ½ hrs.

ANSWER ANY 5 QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

1. Mention the Elements of Agricultural Communication and list out the problems associated with it.
2. Discuss briefly **any four** the following:
 - i. Attributes of an innovation
 - ii. Role of Community Radio in transfer of technology
 - iii. Barriers in Communications
 - iv. Traditional folk farm telecast
 - v. Script writing for farm telecast
 - vi. Focused Group Discussion (**FGD**).
3. Exposure visits are an effective extension tool in transfer of technology – explain
4. Explain the importance of success story in Agricultural Extension with example.
5. Write short notes on the following:
 - a. Leaflets
 - b. Folders
 - c. Bulletins
 - d. Posters
 - e. Banner
 - f. Wall Newspaper
 - g. News Story
6. What is the role of Mass media in Agricultural Extension? List out the different Agricultural programmes telecasted in Doordarshan. Suggest ways and means to improve the quality of the programmes.
7. Write short notes on any three of the following:
 - i) Qualities of a good listener
 - ii) Stages in adoption process
 - iii) Characteristics of good communicator
 - iv) Distinguishing features between traditional folk media and modern media.
8. What do you understand by diffusion and adoption process? Explain the steps involved in adoption process with examples.



December-2014

Post Graduate Diploma in Agricultural Extension Management (PGDAEM)

**2nd Semester 2013-14 Term End Examinations &
Supplementary Examinations of 2007-08 to 2012-13
AEM- 102: Communication and Diffusion of Agricultural
Innovations
(3 credits)**

Max. Marks-70

Duration - 2 ½ hrs.

ANSWER ANY 5 QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS

1. List out the attributes of a good extension message with illustration.
2. List out the Elements of Agricultural Communication and problems associated with it.
3. Write briefly about the following:
 - a. Communication channels in Agricultural Extension
 - b. Opinion leaders
 - c. Socio-metric method
 - d. Contact farmers
4. Explain the various documentation processes followed in Agricultural Extension.
5. Explain the concept of Community Radio in Agricultural Extension.
6. Explain the process and steps to conduct a Focussed Group Discussion with farmers.
7. Explain the following:
 - a.** Leaflets **b.** Folders **c.** Bulletins **d.** Posters **e.** Banner
 - f.** Wall Newspaper **g.** News Story
8. Describe Audience research and its role in effective transfer of technology



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
EXAMINATION – July, 2014**

**AEM-102: Communication of Agricultural Innovations
(3 Credits)**

MAX MARKS-70

DURATION- 2 ½ hrs.

Answer Any 5 Questions All Questions Carry Equal Marks

1.
 - a. As an extension officer, how do you classify the farmers under adopter categories?
 - b. You have been assigned to transfer an innovation in agriculture to farmers. What are the "attributes of innovations" you will be looking for, to promote such an innovation?

2.
 - a. List out the stages involved in adoption process?
 - b. Describe in your experience that why there is a lag between "what is known" and "what is done" by the farmers in adopting few agricultural practices?

3. Define (any four):
 - a. Adoption
 - b. Diffusion
 - c. Innovation
 - d. Communication Channel
 - e. Convergence

4.
 - a. Indicate five characteristics of Folk Media?
 - b. Indicate five advantages of Traditional Folk Media?

5.
 - a. Differentiate Public Radio and Community Radio?
 - b. How to operationalize Community Radio and indicate its importance in rural community?

6. Write short notes (any four):
 - a. Farm Journals
 - b. Characteristics of Effective Television Programme
 - c. Audience Research
 - d. Photo Journalism
 - e. Mass Media

7. The following communication skills are important for Extension Personnel. Write briefly about them on how do you use in technology transfer process?
 - a. Writing Skills
 - b. Speaking Skills
 - c. Reading Skills
 - d. Documentation Skills

8.
 - a. How do you identify a Progressive Farmer or Farmers Friend in a village as a key communicator?
 - b. What are the roles of key communicators in Agricultural Development Process?



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
SUPPLEMENTARY EXAMINATION - 2012– 13
BATCH JANUARY 2014**

**AEM-102: COMMUNICATION OF AGRICULTURAL INNOVATIONS (3 Credits)
MAX MARKS-70 DURATION- 2 ½ hrs.**

ANSWER ANY 5 QUESTIONS . ALL QUESTIONS CARRY EQUAL MARKS

1. Communication is vital / lifeline in transfer of technology. What are the key elements / factors that make Communication vital and why? Explain with examples of your relevant field?
2. Write short notes on: (Write any four)
 - a) Leagons model of Communication
 - b) Feedback in the Communication process
 - c) Problems in Communication
 - d) Communication in Organizations
 - e) Listening skills
 - f) Reading skills
3. Introduction of innovations in the rural settings is an up-hill task. Extension Officers mostly make use of key Communicators / opinion leaders for the purpose. Based on your experience how would you identify them and discuss their role in making other farmers accepting the innovation / technology ?
4. Speaking in an important interpersonal communication skill an Extension Officer need to imbibe / develop. Given an opportunity to speak to the farmers / on an innovation / technology, how would you prepare yourself to deliver your talk / speech with relevant examples ?
5. Commodity Interest Groups (CIG) or Self Help Groups (SHGs) play an important role in empowering the Farmers. In your view how this CIGs are formed to facilitate in empowering the Farmers with examples wherever necessary ?
6. Discuss role of media (individual, group, mass and electronic) as vehicle of Communication in TOT? Develop a media strategy considering the stages of adoption of a technology ?
7. If you are asked to introduce an innovation in a normal village, what adaptor categories you find and enlist their characteristics ?
8. Discuss briefly on the following: (Any four)
 - I. Attributer of an innovation
 - II. Role of Community Radio in transfer of technology
 - III. Barriers in Communications
 - IV. Traditional folk farm telecast
 - V. Script writing for farm telecast
 - VI. Focussed Group Discussions (FGDs) in capacity building of clientele.



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
SPECIAL SUPPLEMENTARY EXAMINATION – DECEMBER 2013**

AEM-102: Communication of Agricultural Innovations (3 Credits)

MAX MARKS-70 DURATION- 2 ½ hrs.

ANSWER ANY 5 QUESTIONS ALL QUESTIONS CARRY EQUAL MARKS

1. What is communication and explain factors affecting communication
2. Write brief notes on any three of the following.
 - i) Any three models of communication
 - ii) Sociometric method
 - iii) Attributes of Innovation
 - iv) Meaning and characteristics of Feedback
3. What is Organisational Communication? Write different types of Communication in an Organisation
4. Write short notes on any three of the following.
 - i) Qualities of a good listener
 - ii) Stages in adoption process
 - iii) Characteristics of good communicator
 - iv) Distinguishing features between traditional folk media and modern media.
5. Write short notes on any three of the following.
 - i) Interpersonal communication skill
 - ii) Barriers of organizational communication
 - iii) Television journalism
 - iv) Grapevine communication
6. i) What are the adopter categories and list the characteristics of different categories of adopters?
ii) What are the factors influencing adoption of Innovations?
7. Write short notes on any three of the following.
 - i) Problems in communication.
 - ii) Role of key communicator.
 - iii) Theories of communication.
 - iv) Important elements in farm radio programme production.
8. Write short notes on any three of the following.
 - i) Role of mass media in agricultural development.
 - ii) Print media.
 - iii) Importance of community radio in rural community.
 - iv) Different types of traditional folk media.



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
Final Examination (August 2010) .**

AEM-102: Communication and Diffusion of Agricultural Innovations (3 Credits)

Maximum Marks: 70

Duration: 2 ½ hrs .

Answer any five questions. All questions carry equal marks

- 1. Discuss briefly the factors affecting the dissemination of information of Agriculture Technology with an example.**
- 2. Briefly write on any two of the following:**
 - a. Factors affecting credibility of Extension Personnel**
 - b. Theories of Communication**
 - c. Role of Community radio in Agricultural Extension**
- 3. Discuss the role of Television in promoting agriculture technology.**
- 4. Identify the problems in effective utilization of print media in Agricultural Extension and suggest remedies.**
- 5. List attributes of innovation. How you are going to use these attributes in popularizing agriculture machinery.**
- 6. Exposure visits are the effective extension tools in transfer of technology – Discuss with an example.**
- 7. List the elements of diffusion and explain their functions with an example.**
- 8. Explain the stages in adoption process with an example.**





AEM-102 (S)

**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
Final Examination (February 2010)**

Course 102: Communication and Diffusion of Agricultural Innovations (3 Credits)

Maximum Marks: 70

Duration: 2 ½ hrs

I. Answer any five questions. All questions carry equal marks

1. Who is a "Key Communicator?" List out the characteristics of a key communicator and explain the roles and responsibilities of key communicator in agricultural extension.
2. Explain the role of Mass media in Agricultural Extension? List out the different agricultural programmes telecasted in Doordarshan. Suggest ways and means to improve the quality of the programmes.
3. How Feedback of the farmers helps in designing Block Action Plan (BAPs)? Explain your experience in collection of feedback through various institutional mechanisms to obtain continuous feedback under Extension Reforms?
4. List out the various Adopter Categories of farmers in a social system. Explain how innovator category of farmers would help in dissemination of new technologies with the help of field example.
5. How "Success stories would help in dissemination of technologies in agriculture extension?" Explain different ways and means of documentation and dissemination. Illustrate with an example.
6. What are the attributes of an innovation? How can you make use of the attributes of an innovation in dissemination of new technologies? Explain with the help of an example.
7. Explain the importance of Traditional Media in agricultural extension? Did you use any traditional media for popularizing technologies in your service area? If so discuss your experience.
8. What do you understand by diffusion and adoption process? Explain the various steps involved in adoption process with the help of field examples.



**Post Graduate Diploma in Agricultural Extension Management (PGDAEM)
Final Examination, First Semester 2008-09 (August 2009)**

Course 102: Communication and Diffusion of Agricultural Innovations (3 Credits)

Maximum Marks: 70

Duration: 2 ½ hrs

I. Answer any five questions. All questions carry equal marks.

1. List out the critical factors in communication process and explain the problems associated with communication of agriculture technologies.
2. How Feedback of the farmers helps in carrying effective extension services? What are the institutional mechanisms to obtain continuous feedback under Extension Reforms?
3. Do you feel Traditional Folk Media is still relevant in extension activities? If so, how it will supplement the Modern Media? Discuss.
4. Success story is an extension method for convincing the farmers in technology adoption. Illustrate with an example?
5. Who is a key communicator? How do you identify and use the key communicator in extension activities? Explain with examples?
6. What do you understand by Mass Communication? Explain any two Mass Communication Methods in detail.
7. Describe the preferred qualities of an extension officer as good communicator. How it helps for improving the effectiveness of an extension work.
8. What do you understand by diffusion and adoption process? Explain in detail the adoption process?
