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Question Paper Code: 99A10

B.E. / B.Tech. DEGREE EXAMINATION, NOV 2024

Elective

Agriculture Engineering

19UAG910- Agricultural Extension

(Regulation 2019)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 1 = 10 Marks)

- _____ is determine by the quality of a poor communicator CO1- U
(a) Selection and use of channels (b) Understanding the audience
(c) Talk while others are not listening (d) All the above
- Who told this statement of “communicator’s expression should make the intended impression on the Communicatee” CO1- U
(a) Hovland (b) Leagans (c) Aristotle (d) Roger
- _____ Contact method is used to reach large number of audiences CO1- U
(a) Individual contact method (b) Group contact method
(c) Mass contact method (d) All the above
- Which is not an comes under audio aids CO1- U
(a) Poster (b) Photographs (c) Models (d) All of the above
- Tape recorder provides fortype of communication CO3- U
(a) Visual aids (b) Audio aids (c) Both (A) and (B) (d) Audio-visual aids
- The Ministry of Agriculture and Farmers Welfare launched Kisan Call Centers on CO1- U
(a) January 21, 2004 (b) January 1, 2004 (c) June 21, 2004 (d) January 21, 2007

7. Are used for face-to-face communication between two or more individuals CO1- U
- (a) Interpersonal channels (b) Localite channels
- (c) Cosmopolite channels (d) None of the above
8.occurs when an individual forms a favourable or unfavourable attitude toward the innovation CO1- U
- (a) Persuasion stage (b) Knowledge stage (c) Decision stage (d) All the above
9. is one of the components of capacity building CO1- U
- (a) Training (b) Planning (c) Adoption (d) None of the above
10. The major functions of FTC include..... CO1- U
- (a) Training (b) Publications (c) Arranging exhibitions (d) All the above

PART – B (5 x 2= 10 Marks)

11. Explain the four basic functions of communication? CO1- U
12. What is extension teaching methods and its objectives? CO1- U
13. Explain about chart and its preparation procedure? CO1- U
14. Explain about innovation? CO1- U
15. Write about FTC and its objectives? CO1- U

PART – C (5 x 16= 80 Marks)

16. (a) Draw a flow chart of different types in communication and examine four basic functions of communication and explain any two elements in communication process? CO2- App (16)
- Or
- (b) Write communication and explain different models in communication process? CO2- App (16)
17. (a) Explain extension teaching methods and its objectives and give classification of extension teaching methods? CO2- App (16)
- Or
- (b) Enumerate about audio visual aids and its function and classification with suitable example? CO3- App (16)

18. (a) Write details about black board, white board and give preparation procedure of flash cards, poster and chart? CO3- App (16)
Or
(b) Explain about following modern communication gadgets Interactive white board, video projector, public address system, mobile/telephone, kisan call center, television? CO3- App (16)
19. (a) Examine five and seven stage model of adoption process? CO1- U (16)
Or
(b) Explain about diffusion and elements in diffusion of innovation and innovation decision process? CO1- U (16)
20. (a) Examine about capacity building, FTC and building up of a training programme? CO2- App (16)
Or
(b) Write about training and enumerate the building up of a training programme? CO2- App (16)

