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Question Paper Code: 99A10

B.E. / B.Tech. DEGREE EXAMINATION, NOV 2023

Elective

Agriculture Engineering

19UAG910- Agricultural Extension

(Regulation 2019)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 1 = 10 Marks)

1. Ram delivered a lecture on “Vermi composting technology” to the farmers. In this communication process ram is a----- CO2- App
(a) Communicator (b) Sender (c) Source (d) All the above
2. 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
3. _____ 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
4. Which is not an comes under audio aids CO1- U
(a) Poster (b) Photographs (c) Models (d) All of the above
5. Method demonstration works in the principle of..... CO3- U
(a) Learning by doing (b) Learning by believing (c) Seeing believing is (d) None of the above
6. 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 unfavorable 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 KVKs are fully funded by..... CO1- U
- (a) ICAR (b) SAU (c) NGO (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 black board/chalk board and what are all the guidelines you should know while handling black/chalk board? CO2- App
14. Explain about innovation? CO1- U
15. Explain about KVK ? CO1- U

PART – C (5 x 16= 80 Marks)

16. (a) Describe about the importance of communication and give details about seven C's influences the communication process, and write the characteristics of a good message? CO2- App (16)
- Or
- (b) What are the qualities are decides a good and poor communicator and draw any four models of 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? CO2- 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? CO2- App (16)
20. (a) What is training and compare key differences in education and training and write types of training given to extension personnel? CO2- App (16)
- Or
- (b) Write about training and enumerate the building up of a training programme? CO2- App (16)

