

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION

B.Sc.(Hons.) A.B.M.

Semester	: IV(New)	Term	: Second	Academic Year	: 2021-22
Course No.	: EXTN 244	Title	: Communication and Diffusion of Agricultural Innovations		
Credits	: 2 (1+1)				
Day & Date	: Wednesday, 21.09.2022	Time	: 14:00 to 16:00 hrs	Total Marks	: 40

- Note :
1. Solve ANY EIGHT questions from SECTION 'A'.
 2. All questions from SECTION 'B' are compulsory.
 3. All questions carry equal marks.
 4. Draw neat diagram wherever necessary.

SECTION 'A'

- Q.1 What do you mean by Innovation? Explain in detail the adopter categories.
- Q.2 Give the importance and scope of agriculture journalism.
- Q.3 Define Training. Explain in detail the types of training.
- Q.4 Give the classification of extension teaching methods with examples.
- Q.5 Enlist the models of communication and explain any one of them.
- Q.6 Explain the stages of adoption process.
- Q.7 What are the types of communication? Explain.
- Q.8 Write down the consequences of innovation.
- Q.9 Explain the barriers of communication.
- Q.10 Write short notes on:
 - a) ICT
 - b) KVK

SECTION 'B'

- Q.11 Define the following terms:
 - 1) Communication
 - 2) Diffusion
 - 3) Capacity building
 - 4) Adoption
- Q.12 State True or False:
 - 1) Innovators are the last persons to adopt a new idea.
 - 2) The main objective of the KVKs is to provide strong training support for bringing about production breakthrough in agriculture.
 - 3) Feedback is not source-oriented.
 - 4) The purpose of treatment is to make the message clear, understandable and realistic to the audience.

