

MAHARASHTRA AGRICULTURAL UNIVERSITIES EXAMINATION BOARD, PUNE
SEMESTER END THEORY EXAMINATION

B.Sc.(Hons.) Agri. Business Management

Semester	: IV (New)	Term	: Second	Academic Year	: 2023-24
Course No.	: EXTN 244	Title	: Communication and Diffusion of		
Credits	: 2 (1+1)	Agricultural Innovations			
Day & Date	: Tuesday, 30.04.2024	Time	: 9:00 to 11:00 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 Define Communication. Write down the principles of communication.
- Q.2 Explain different types of communication models with their elements.
- Q.3 Explain types of business communication.
- Q.4 Define Agriculture Journalism. Explain characteristics of agriculture journalism.
- Q.5 Explain the role of Agriculture Journalism in development of agriculture.
- Q.6 Define Diffusion of innovation. Explain its main four elements.
- Q.7 Explain extension teaching method according to use and forms.
- Q.8 Explain factors affecting sale and use of extension teaching methods.
- Q.9 Define Capacity building of extension personnel and farmers. Explain types of training.
- Q.10 Define ICT. Explain applications of ICT in agriculture.

SECTION 'B'

- Q.11 Define the following terms:
- 1) Non-verbal communication
 - 2) Interpersonal channels
 - 3) Social system
 - 4) Training
- Q.12 Fill in the blanks:
- 1) Speaker-Speech-Audience is a communication model of _____.
 - 2) _____ communication a direct report to Manager.
 - 3) Print media, Newspaper are _____ extension teaching media.
 - 4) _____ is a pan India electronic trading portal to connect the existing APMC Mandis to create a uniform national market platform for agriculture commodities.

