Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **18AT2011** | **Duration :** | **3hrs** |
| **Sub. Name :** | **EXTENSION METHODOLOGY AND TRANSFER OF TECHNOLOGY** | **Max. Marks :** | **100** |

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| **Q. No.** | **Questions** | **Course Outcome** | **Marks** |
| **PART – A (20 X 1 = 20 MARKS)** | | | |
| 1. | Define communication. | CO1 | 1 |
| 2. | What is meant by farm and home visit? | CO1 | 1 |
| 3. | What is Audio – visual aids? | CO1 | 1 |
| 4. | What are the forms of communication? | CO1 | 1 |
| 5. | Define extension programme. | CO1 | 1 |
| 6. | Define mass contact. | CO1 | 1 |
| 7. | Define Noise. | CO1 | 1 |
| 8. | What is meant by horizontal communication? | CO1 | 1 |
| 9. | What is Result demonstration? | CO1 | 1 |
| 10. | Define Poster. | CO1 | 1 |
| 11. | Bottom up communication is employee communication – Substantiate. | CO3 | 1 |
| 12. | What is meant by audience response? | CO1 | 1 |
| 13. | Communication is One way of communication. State True/false with critical comments. | CO2 | 1 |
| 14. | Define social system. | CO1 | 1 |
| 15. | What are the primary colours? | CO1 | 1 |
| 16. | What is learning? | CO1 | 1 |
| 17. | Mention two examples for localite channels. | CO1 | 1 |
| 18. | Define Venturesome. | CO1 | 1 |
| 19. | What are the elements in the diffusion of innovation. | CO1 | 1 |
| 20. | List out four major written communication materials. | CO1 | 1 |

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| **PART – B (10 X 5 = 50 MARKS)**  **(Answer any 10 from the following)** | | | |
| 21. | What are the elements in the communication and their characteristics? | CO2 | 5 |
| 22. | Narrate the principles of extension education. | CO2 | 5 |
| 23. | Write about the extension teaching methods according to use. | CO2 | 5 |
| 24. | Differentiate between group contact and mass contact methods. | CO2 | 5 |
| 25. | List out types of evaluation and discuss on monitoring and evaluation of extension programmes. | CO3 | 5 |
| 26. | List out the good qualities of a good communicator. | CO2 | 5 |
| 27. | What are the steps in the programme planning for development process. | CO2 | 5 |
| 28. | Mention the objectives and functions of KrishiVigyan Kendra (KVK). | CO2 | 5 |
| 29. | List out the attributes of innovation of adoption. | CO2 | 5 |
| 30. | What are ICAR initiatives in extension education? | CO3 | 5 |
| 31. | Write the objectives and purposes of field trial. | CO3 | 5 |
| 32. | What are the barriers in the communication? | CO2 | 5 |

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| **PART – C (2 X 15 = 30 MARKS)**  **(Answer any 2 from the following)** | | | | |
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| 33. | a. | Briefly explain about the models of communication. | CO2 | 15 |
| b. | What are the factors influencing the selection of extension teaching methods? | CO3 |
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| 34. | a. | Explain the stages of adoption and factors influencing the adoption. | CO3 | 15 |
| b. | Write in detail the forms of Communication with suitable examples. | CO3 |
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| 35. | a. | What are the dynamic characteristics of lecture method? | CO2 | 15 |
| b. | Role of modern communication tools in TOT. | CO3 |