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Total No. of Pages : 02

Total No. of Questions : 09

**B.Sc. Agriculture (2014 to 2018) (Sem.-4)**  
**EXTENSION METHODOLOGY AND COMMUNICATION SKILLS**  
**FOR TRANSFER OF TECHNOLOGY**  
Subject Code : BSAG-405  
M.Code : 72757

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

**SECTION-A**

**1. Write short notes on :**

- a. Agriculture Journalism
- b. Portal
- c. Intra organizational communication
- d. Homophily
- e. Gyandoot Project
- f. Ex Post Facto evaluation
- g. Channel efficiency
- h. Encoder
- i. Fidelity
- j. Non-formal Education

### **SECTION-B**

2. Discuss the importance of High yielding variety programme in agriculture development.
3. Enlist the main features of T & V system.
4. Explain the role of NGOs in agricultural and rural development.
5. What is the need of program evaluation and how monitoring is different from evaluation?
6. Discuss the reasons for non-adoption of a farm innovation. Give suitable examples.

### **SECTION-C**

7. Discuss the merits of individual contact methods. Explain the factors influencing the selection and use of extension teaching methods.
8. What do you mean by democratic-decentralization? Explain structure and functions of different tiers of panchayati raj system.
9. Explain the term extension program. Discuss any five principles of program planning with suitable examples.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**