

Roll No.

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Total No. of Pages: 02

Total No. of Questions: 09

B.Sc. (Agriculture) (2014 & Onwards) (Sem. – 4)
EXTENSION METHODOLOGIES AND COMMUNICATION SKILLS
FOR TRANSFER OF TECHNOLOGY

M Code: 72757

Subject Code: BSAG-405

Paper ID: [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 a short note on:
 - a) Brain Storming
 - b) Empathy
 - c) Channel Credibility
 - d) Message Distortion
 - e) Noise
 - f) Heterophily
 - g) Training Need Assessment
 - h) Non-verbal communication
 - i) Fidelity
 - j) Farmers Portal

SECTION B

2. Differentiate interpersonal and cosmopolite channels of communication with examples.
3. What is the need of program evaluation and how monitoring is different from evaluation?
4. Explain Leagan's model of communication.
5. Explain the different functions of communication.
6. Discuss the reasons for non-adoption of a farm innovation. Give suitable examples.

SECTION C

7. Define innovation. Discuss the different categories of farmers based on their innovativeness.
8. Discuss the merits of individual contact methods. Explain the factors influencing the selection and use of extension teaching methods.
9. What are the different innovative information sources which can be used for transfer of technology? Discuss in detail.