

- 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.

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