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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:

- 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

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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.

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