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B.Sc. Agriculture (2014 & Onwards) (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

Q1. Write short notes on :

- a. Empathy
- b. Cosmopolite channels of Communication
- c. Brainstorming
- d. Cyber Extension
- e. Homophily
- f. Training Need Assessment
- g. Summative evaluation
- h. Channel efficiency
- i. Over-adoption
- j. Goal and Aim

SECTION-B

2. Define communication. Explain different levels of communication.
3. Enlist the factors affecting the selection of a communication channel.
4. What is feedback? Enlist the problems in getting feedback.
5. Differentiate method demonstration and result demonstration.
6. Write the merits and demerits of Individual contact methods.

SECTION-C

7. Differentiate projected and non-projected Audio-Visual aids. Enlist the various factors influencing selection of audio-visual aid.
8. Define innovation. Discuss the different categories of farmers based on their innovativeness.
9. Explain the term extension program. Discuss the different steps involved in extension program planning.

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.