

Code No: RT31355

R13**SET - 1**

III B. Tech I Semester Regular/Supplementary Examinations, October/November- 2017
AGRICULTURAL EXTENSION TECHNIQUES AND BUSINESS MANAGEMENT
(Agricultural Engineering)

Time: 3 hours

Max. Marks: 70

- Note: 1. Question Paper consists of two parts (**Part-A** and **Part-B**)
2. Answering the question in **Part-A** is compulsory
3. Answer any **THREE** Questions from **Part-B**

PART -A

- 1 a) What is meant by communication? What are the elements of communication? [4M]
- b) What are the characteristics of innovators. [3M]
- c) Define management? What are the functions of management? [4M]
- d) What do you mean by discounting? List out different discounted and undiscounted techniques used in project appraisal. [4M]
- e) Expand AoA? What are three pillars of AoA? [4M]
- f) Compare between international trade and interregional trade. [3M]

PART -B

- 2 a) Briefly explain any two important communication models along with their elements and characteristics. [8M]
- b) What are the factors influencing the selection of extension methods. [4M]
- c) Explain how internet is useful as information source. [4M]
- 3 a) Explain briefly about adoption and diffusion process in agricultural extension. [6M]
- b) Give a brief note on KrishiVignankendras (KVKs). [6M]
- c) Write short notes on late majority of adopters. [4M]
- 4 a) Explain Management cycle with the help of wheel diagram? [8M]
- b) What do you mean by Management Information system? What are its characteristics? [8M]
- 5 a) Explain about important phases in project cycle. [8M]
- b) Explain about Discounted cash flow techniques. [8M]
- 6 a) Briefly explain about impact of WTO on Indian Agriculture. [8M]
- b) What is SPS agreement? Explain it briefly along with some examples. [8M]
- 7 a) Explain briefly about different forms of intellectual property rights (IPR) identified by TRIPs Agreement governed by WTO. [8M]
- b) What is Patent? What are the steps in filing a Patent application? [8M]
