



QP CODE: 25021658



25021658

Reg No :

Name :

B.VOC DEGREE REGULAR/REAPPEARANCE EXAMINATIONS, MARCH 2025

Sixth Semester

B.Voc Sustainable Agriculture

STAG6G1T - COMMUNICATION AND AGRICULTURAL EXTENSION SYSTEM

2018 Admission Onwards

8281085D

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define a channel.
2. Define instructional aids.
3. Define a buzz session.
4. Define a radio.
5. Define innovativeness.
6. Define adoption process.
7. Define decision.
8. Define early majority.
9. Define IARI.
10. Define Research system of ToT.
11. Enlist the components of NAIP.
12. Enlist any two objectives of agriclinics.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What do you mean by communication?





14. Explain message distortion.
15. What are the merits and demerits of adaptive trials?
16. What do you mean by kisan mela?
17. What aspects are considered while selecting an extension teaching method?
18. How do cultural characteristics influence adoption process?
19. Explain compatibility of innovations.
20. Explain Fundamental principles of KVK.
21. Explain about ATMA Governing board.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain various models of communication with suitable diagrams.
23. Enlist the strong and weak points of individual, group and mass contact extension methods.
24. What are the stages of an innovation-decision process?
25. Write in detail about private extension initiatives in India.

(2×15=30)

