

MA RURAL DEVELOPMENT
Fourth Semester
Agricultural Extension Education & Communication
(MRD - 401)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

Answer any four from Question no. 2 to 8
Question no. 1 is compulsory.

1. What is Agricultural Extension? What are the roles of Agricultural Extension in Agricultural Development? (2+8=10)
2. What is Communication Gap? Describe the Models of Communication. (2+8=10)
3. What are the Steps in extension teaching? What is Teaching- Learning process? (6+4=10)
4. Define ATMA. What are the Linkages of ATMA? Describe the Organization Structure of ATMA. (2+2+6=10)
5. What is T & V programme? What are the objectives of T & V programme? Explain ICAR. (2+4+4=10)
6. What is Extension Education? What are the objectives of Extension? What are the functions of Extension? (2+2+6=10)
7. Define Education. Explain the various types of Education. (2+8=10)
8. Short Notes: (2×5=10)
 - a. Homophily & Heterophily
 - b. Pluralistic Extension
 - c. Cyber Extension
 - d. Market-led Extension
 - e. Empathy

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Duration: 20 minutes

Marks – 20

(PART A - Objective Type)

I. Choose the correct answer:

1×20=20

1. Extension literally means-

- a. Stretching out
- b. Thinking about
- c. Talking with
- d. Deciding for

2. The term 'Extension' have originated in

- a. Latin
- b. Persian
- c. Greek
- d. Sanskrit

3. The word Extension is derived from the Latin roots and

- a. ex and tension
- b. ex and tensio
- c. ex and luceo
- d. ex and termo

4. The term University Extension was first used in-

- a. 1866
- b. 1972
- c. 1901
- d. 1921

5. Father of extension

- a. James Stewatt
- b. Seaman A Knapp
- c. Edgar Dale
- d. Paul Leagans

6. Father of demonstration in extension.....

- a. Seamann A Knapp
- b. Rober Chambers
- c. Gabriele De Thorde
- d. James Stewatt

7. Extension basically is a two way process betweenand.....

- a. Farmer and Researcher
- b. Researcher and Planner
- c. Teacher and Planner
- d. Researcher and Teacher

8. Method demonstration works on the principle of-

- a. Learning is believing
- b. Learning by teaching
- c. Seeing and doing
- d. Learning by doing

9. The communication model introduced by Leagans in the year-

- a. 1956
- b. 1960
- c. 1963
- d. 1975

10. The most important element in the communication process-

- a. Speaker
- b. Receiver
- c. Decoder
- d. Encoder

11. The term "Extension Education" was first coined in-

- a. USA
- b. UK
- c. Netherland
- d. India

12. The word communication have originated from-

- a. Latin
- b. Greek
- c. Roman
- d. Persian

13. Berlo introduced his Communication model in the year-

- a. 1960
- b. 1956
- c. 1975
- d. 1977

14. The instrument used by extension to bring change-

- a. Communication
- b. Teaching
- c. Learning
- d. Adoption

15. Agricultural Extension deals with-

- a. Farmer
- b. Change Agent
- c. Farmer and Change Agent
- d. None of the above

UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA



Question Paper CUM Answer Sheet

[PART (A) : OBJECTIVE]

Serial no. of the main Answer sheet

Empty box for serial number

16. Leagan introduced his Communication model in the year-
a. 1956 b. 1963 c. 1965 d. 1970

17. To get first-hand knowledge on a farm situation we use-
a. Village fairs b. Farm & Home Visit
c. Telephone d. Questionnaire

18. First step in extension teaching-
a. Action b. Desire
c. Attention d. Interest

19. Which is the most frequently used mass media by farmers?
a. TV b. Radio
c. Films d. Print media

20. The use of computers in technology transfer-
a. Emancipatory extension b. Participatory extension
c. Cyber extension d. Broad based extension

Course :

Semester : Roll No :

Enrollment No : Course code :

Course Title :

Session : 2016-17 Date :

Instructions / Guidelines

- > The paper contains twenty (20) / ten (10) questions.
> The student shall write the answer in the box where it is provided.
> The student shall not overwrite / erase any answer and no mark shall be given for such act.
> Hand over the question paper cum answer sheet (Objective) within the allotted time (20 minutes / 10 minutes) to the invigilator.

Table with 3 columns: Full Marks, Marks Obtained, Remarks. Full Marks contains the number 20.

Scrutinizer's Signature

Examiner's Signature

Invigilator's Signature