



**The Co-operative University College of Kenya**  
(A Constituent College of Jomo Kenyatta University of Agriculture & Technology)

**END OF SEMESTER EXAMINATIONS APRIL - 2015**

**EXAMINATIONS FOR DIPLOMA IN COMMUNITY DEVELOPMENT**

**UNIT CODE: COCD 1112**

**UNIT TITLE: THE PROCESS OF DIFFUSION AND EXTENSION SERVICES**

**DATE:** \_\_\_\_\_ **TIME:** \_\_\_\_\_

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**INSTRUCTIONS:**

Answer question **ONE (compulsory)** and any other **TWO** questions

**QUESTION ONE**

- a) Define the following terms as applies to diffusion and extension services
  - i. Innovation (5 Marks)
  - ii. Invention (5 marks)
  - iii. Entrepreneurs (5 Marks)
  - iv. Imitators (5 Marks)
- b) Distinguish between adopters and imitators (5 marks)
- c) Define laggards in the diffusion of innovation theory (5 Marks)

**QUESTION TWO**

Describe the FIVE (5) stages of the adoption process. Illustrate your answer with a diagram  
(20 Marks)

**QUESTION THREE**

- a) Distinguish between evolutionary and revolutionary innovation. (10 Marks)
- b) Explain extension services. Give THREE (3) examples (10 Marks)

**QUESTION FOUR**

- a) Describe THREE (3) environmental and cultural factors of diffusion (10 Marks)
- b) Distinguish between internal and external diffusion (10 Marks)