



# The Co-operative University of Kenya

**SUPPLEMENTARY / SPECIAL EXAMINATION AUGUST- 2019**

**EXAMINATION FOR THE DIPLOMA IN AGRI-BUSINESS MANAGEMENT**

**UNIT CODE: DAFS 1107**

**UNIT TITLE: PRINCIPLES OF AGRICULTURAL EXTENSION**

**DATE: 28<sup>TH</sup> AUGUST, 2019**

**TIME: 9:00 AM – 11:00 AM**

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## **INSTRUCTIONS:**

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

### **QUESTION ONE**

- a) Define the following terms (6marks)
- Agricultural Extension
  - Innovation
  - Communication
- b) Briefly describe the seven basic elements of process of communication between two people (7marks)
- c) Highlight the importance of agricultural extension process (5marks)
- d) Describe the three main facets of agricultural extension (6marks)
- e) Describe the role of extension worker in the agricultural development (6marks)

### **QUESTION TWO**

- a) Discuss five philosophies within which extension work are based on (10marks)
- b) Describe the communication process (10marks)

### **QUESTION THREE**

- a) Discuss the role of the following people in the adoption process
- Innovators (5marks)
  - Talkers (5marks)
  - Opinion leaders (5marks)
  - Local leaders (5marks)

### **QUESTION FOUR**

- a) Discuss the five stages involved in development of a group (10marks)
- b) Highlight advantages of teaching through groups as opposed to teaching individual (10marks)

### **QUESTION FIVE**

- a) Discuss any five farmers' characteristics that influence adoption of innovation (10marks)
- b) Describe the distinguishing characteristics of the following categories of adopters.
- Innovators (5marks)
  - a) Late majority (5marks)