



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION AUGUST -2018

EXAMINATION FOR THE DIPLOMA IN AGRIBUSINESS MANAGEMENT
(YR II SEM I)

UNIT CODE: DAFS 2113

UNIT TITLE: PRINCIPLES OF AGRICULTURAL EXTENSION

DATE: 22ND AUGUST, 2018

TIME: 2:00 PM – 4:00 PM

INSTRUCTIONS:

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

QUESTION ONE

- (a) Define the term Agricultural extension. (2 Marks)
- (b) Explain the **THREE** classes of extension services (6 Marks)
- (c) Identify **SIX** institutions that provide extension services in Kenya. (6 Marks)
- (d) (i) Define the term communication (1 Mark)
(ii) Briefly explain **FIVE** extension methods used in the field. (15 Marks)

QUESTION TWO

- (a) Explain the role of extension services in agricultural and rural development. (10 Marks)
- (b) Briefly explain the advantages and disadvantages of farm visits as a method of extension. (10 Marks)

QUESTION THREE

- (a) Discuss **FIVE** challenges encountered by extension officers in Kenya. (10 Marks)
- (b) Explain **FIVE** reasons why mass methods of extension should be used in extension work. (10 Marks)

QUESTION FOUR

- (a) (i) Briefly explain how would you design an effective poster. (6 Marks)
(ii) Discuss the advantages of using posters. (4 Marks)
- (b) Explain **FIVE** categories of communication barriers that an extension officer is likely to experience. (10 Marks)

QUESTION FIVE

- (a) With an aid of a diagram list down the seven steps involved in extension programme planning. (10 Marks)
- (b) Demonstration is one of the extension methods used in the field.
 - (i) Discuss the types demonstration methods used by extension service. (4 Marks)
 - (ii) Explain the reasons for holding demonstrations. (6 Marks)