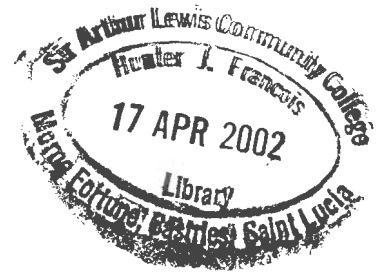


SIR ARTHUR LEWIS COMMUNITY COLLEGE  
DIVISION OF AGRICULTURE  
Associate Degree/Diploma in Agriculture  
Extension Communication I - ECM521  
Academic Year 2001/2002 End of Semester I Exam



Time: 3 hours

Date: 7<sup>th</sup> December 2001

Note: Attempt all questions.

#C5

1.
  - a) What is meant by the term "Extension Work"? Show by a diagram how farmers are part of a system.
  - b) Describe fully the Extension Worker's job, and show by diagram how Extension is a vital link.
  - c) Describe the Extension Worker's personal equipment.
2.
  - a) Name and describe the five groups of basic human needs.
  - b) An understanding of people's motivation can help extension workers in two kinds of situations. What are they and how can you apply them in extension work?
3.
  - a) A society's single most important agent for enforcing its norms and controlling the behaviour of its members are the primary groups within it.
    - i) Describe the "primary groups".
    - ii) Show by diagram a typical farmer's primary group.
  - b) Leader and Followers, who are they? How can they be used advantageously in extension work?
4.
  - a) Name and describe the four factors which has to be taken into account when planning a lecture.
  - b) A necessary condition for teaching someone a skill is that you yourself can perform the task skillfully. Illustrate or show how you can break down and record a skill (for example grafting) into steps and key points.
5.
  - a) What useful ideas and hints that can facilitate the job of leading a field trip.
  - b) What are some guidelines for successful interpersonal communication to be used in a farm visit?





SIR ARTHUR LEWIS COMMUNITY COLLEGE  
DIVISION OF AGRICULTURE

1999/2000 ACADEMIC YEAR  
ASSOCIATE DEGREE/DIPLOMA PROGRAMME YEAR 2

CONTINUOUS ASSESSMENT REFERRAL EXAMINATION

EXTENSION COMMUNICATION I - ECM521

21<sup>ST</sup> FEBRUARY 2000

TIME: 1 HOURS

ATTEMPT ALL QUESTIONS.

1. How would you describe the following extension terms to your extension class?

- |                          |                       |
|--------------------------|-----------------------|
| Agricultural Development | Client                |
| Adoption                 | Communication         |
| Anthropology             | Communication Channel |
| Audio-visual Aids        | Decoding              |
| Change Agent             | Culture               |

2. What is the meaning of these extension words?

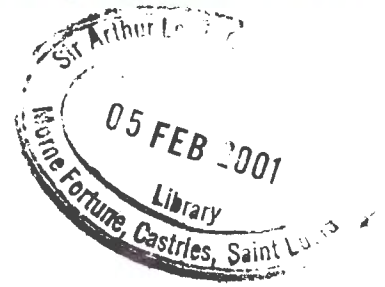
- |                         |                 |
|-------------------------|-----------------|
| Education               | Extension Agent |
| Ethic                   | Feedback        |
| Evaluation              | Leadership      |
| Extension Administrator | Learning        |
| Extension Education     | Linkage         |

3. Define the following extension terminology:

- |                 |                |
|-----------------|----------------|
| Market Research | Needs          |
| Management      | Norm           |
| Mass Media      | Opinion Leader |
| Motivation      | Perception     |
| Monitoring      | Persuasive     |

4. Give the meaning of these terms used in extension.

- |               |                           |
|---------------|---------------------------|
| Policy        | Social interaction        |
| Respondents   | Sociology                 |
| Role          | Subject matter specialist |
| Simulation    | Survey Research           |
| Social change | Target group              |



SIR ARTHUR LEWIS COMMUNITY COLLEGE  
DIVISION OF AGRICULTURE

ASSOCIATE DEGREE/DIPLOMA PROGRAMME  
SUPPLEMENTAL EXAMINATION 2000

EXTENSION COMMUNICATION I - ECM521

JULY/AUGUST 2000

TIME: 2 HOURS

ANSWER ALL QUESTIONS.

1.
  - a) When is group discussion a suitable extension technique?
  - b) What are the advantages and disadvantages of group discussion?
  - c) How must one go about using the group discussion as an extension technique?
  
2. Now that you are about to graduate from this College and on your return to work or going to work for the first time. How would you describe in detail the term "extension" so that your supervisor may agree that you begin to acquire some knowledge of extension work?
  
3.
  - a) What does a farm visit as an extension technique require to ensure that the fundamentals of adult learning is implemented?
  - b) What guidelines an extension worker should follow in a farm visit for successful interpersonal communication?
  
4. You attended seven demonstrations during your last semester on different subjects. Please describe in detail what you learnt at two of the demonstrations.
  - a) Content of the demonstration;
  - b) The activity itself.

SIR ARTHUR LEWIS COMMUNITY COLLEGE  
DIVISION OF AGRICULTURE

1999/2000 ACADEMIC YEAR  
ASSOCIATE DEGREE/DIPLOMA PROGRAMME YEAR 2  
END OF SEMESTER 1 EXAMINATION



EXTENSION COMMUNICATION I - ECM521

DECEMBER 1999

TIME: 2½ HOURS

Answer #3 and any other three (3) questions.

1.
  - (a) Discuss the barriers which prevent farmers from achieving their goals which extension may help overcome.
  - (b) What are the different ways extension workers can use to help their clients?
  - (c) Farmers use many different sources to obtain the knowledge and information they need to manage their farms well. What would these sources include?
2.
  - a) Discuss the principles of extension which are generally accepted in many lands around the world.
  - b) What are the Facets of Extension?
  - c) What are the main reasons for having a Government Extension Service?
3. Describe in detail Agricultural Extension.
4.
  - a) Name the points to consider when teaching adults.
  - b) Name the methods used in determining educational needs.
  - c) Describe Maslow's Hierarchy of Basic Needs.
5.
  - a) Discuss the three products of learning and their Psychological background.
  - b) What are the advantages of "mutual discussion" as an extension method?
  - c) What are the disadvantages?



SIR ARTHUR LEWIS COMMUNITY COLLEGE  
DIVISION OF AGRICULTURE  
1999/2000 ACADEMIC YEAR  
ASSOCIATE DEGREE/DIPLOMA PROGRAMME YEAR 2  
MID-SEMESTER 1 EXAMINATION

EXTENSION COMMUNICATION I - ECM521

DECEMBER 1999

TIME: 1 HOURS

ANSWER ANY THREE QUESTIONS.

1. (a) Describe briefly the term sociology.
- (b) Why is sociology important to agricultural extension work?

2. Give the meaning of the following extension terminology.

- |                             |             |
|-----------------------------|-------------|
| a) Adoption Process         | f) Adoption |
| b) Agricultural Development | g) Culture  |
| c) Anthropology             | h) Client   |
| d) Attitude                 | i) Decoding |
| e) Change Agent             | j) Ethic.   |

3. Describe the words used in extension work

- |                           |               |
|---------------------------|---------------|
| a) Extension Agent        | f) Feedback   |
| b) Extension Method       | g) Learning   |
| c) Extension Education    | h) Norm       |
| d) Education Programme    | i) Needs      |
| e) Extension Organization | j) Persuasive |

4. Write short notes on the terms below.

- |                       |                           |
|-----------------------|---------------------------|
| a) Respondents        | f) Target group           |
| b) Social changes     | g) Policy                 |
| c) Social interaction | h) Survey Research        |
| d) Perception         | i) Train and Visit system |
| e) Role               | j) Opinion leader         |