

**SIR ARTHUR LEWIS COMMUNITY COLLEGE
DIVISION OF AGRICULTURE**

**2005/2006 Associate Degree Programme
End of Semester Examination**

A 26

Course: Agricultural Extension (Communication)

Date: May 2006

Duration : 2 hrs.

Choose any four questions from No. 1-6



1.
 - a) Explain the role of Extension to society. (10 marks)
 - b) Describe the barriers in Extension. (5 marks)
 - c) Describe the benefits of Extension. (5 marks)
 - d) List five (5) audio-visual aids used in Extension. (5 marks)

2.
 - a) List the elements of the Communication process. (5 marks)
 - b) Describe the Communication process using diagrams (10 marks)
 - c) What are the stages used to analyze the adoption process? (10 marks)
 - d) State the adopter categories. (5 marks)

3. Define the following:
 - a) Innovation (3 marks)
 - b) Evaluation (3 marks)
 - c) Communication (3 marks)
 - d) Attitude (3 marks)
 - e) Target Group (3 marks)
 - f) Describe the following:
 1. Mass media
 2. Planning Process (10 marks)

4. Identify the main types of economic activities and technological developments associated with:
 - a) Pre-industrial
 - b) industrial societies
 - c) post-industrial societies (15 marks)

5. Define Social Stratification. With the help of a diagram, how would you stratify the people working in the agricultural sector of St. Lucian society? (15 marks)

6.
 - a) Illustrate the organizational structure of the Ministry of Agriculture in St. Lucia. (5 marks)
 - b) Explain ways in which the Ministry of Agriculture could encourage the youth in agricultural production and describe the limitations which presently exist. (20 marks)

