



WEST BENGAL STATE UNIVERSITY
B.Sc. Honours 4th Semester Examination, 2022

ARDACOR10T-AGRICULTURE AND RURAL DEVELOPMENT (CC10)

FUNDAMENTALS OF AGRICULTURAL EXTENSION

Time Allotted: 2 Hours

Full Marks: 40

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **six** questions from the following: 5×6 = 30
- (a) What is the significance of ICT in agricultural development?
- (b) Discuss about S-M-C-R model of communication.
- (c) Describe the role of communicators in agricultural extension process.
- (d) Why all farmers do not adopt any technology at same time? Discuss with proper explanation.
- (e) Name four extension communication materials. What is the importance of IEC materials in effective communication? 2+3
- (f) Describe the extension teaching process.
- (g) Discuss on different elements of communication.
- (h) What is noise in communication? How do you reduce the noise? What is the relation of noise and communication fidelity? 1+2+2
- (i) State the relevance of programme planning in rural development.
2. Answer any **one** question from the following: 10×1 = 10
- (a) What is Adoption of innovation? Discuss the process of adoption of innovation and its significance in rural development. 2+8
- (b) What is PRA? Discuss about different tools and techniques used in PRA. 2+8

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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