

**MA RURAL DEVELOPMENT
FOURTH SEMESTER
AGRICULTURAL EXTENSION, EDUCATION & COMMUNICATION
MRD-401**

(Use separate answer scripts for Objective & Descriptive)

Duration : 2 hrs.

Full Marks : 50

(PART-A : Objective)

Time : 10 min.

Marks : 10

Choose the correct answer from the following:

1x10=10

1. Extension literally means:
 - a. Stretching out
 - b. Talking with
 - c. Thinking about
 - d. Deciding for
2. The term 'Extension Education' was first coined in:
 - a. Canada
 - b. UK
 - c. USA
 - d. France
3. The word Extension is derived from the Latin roots and
 - a. Ex + tension
 - b. Exo + tension
 - c. Exten + sion
 - d. Ex + tensio
4. The term University Extension was first used in:
 - a. 1866
 - b. 1972
 - c. 1901
 - d. 1921
5. Method demonstration works on the principle of:
 - a. Learning is believing
 - b. Learning by teaching
 - c. Seeing and doing
 - d. Learning by doing
6. Both Verbal and non-verbal behavior can be either:
 - a. Duplicating each other
 - b. Complementing each other
 - c. Both a & b
 - d. None of the above
7. Which of the following is not a tool for mass communication?
 - a. Newspaper
 - b. Radio
 - c. Television
 - d. Tone of voice
8. Which of the following is misleading in nature?
 - a. Publicity
 - b. Propaganda
 - c. Group Communication
 - d. Intrapersonal communication
9. "Perception" means, the process of becoming aware of objects and events from the:
 - a. Senses
 - b. Body languages
 - c. Stimuli
 - d. Both (a) & (b)
10. The role of communication in a society to identify the problems of people explained in:
 - a. Charls E. Osgood.s Model
 - b. The Newcomb Model
 - c. George Gerbner's Model
 - d. Wilbur Schramm Model

(PART-B : Descriptive)

Time : 1 hrs. 50 min.

Marks : 40

[Answer question no.1 & any four (3) from the rest]

1. a. What is Agricultural Extension? 2+8=10
b. What are the roles of Agricultural Extension in Agricultural Development?
2. a. What are the steps in extension teaching? 6+4=10
b. What is Teaching-Learning process?
3. a. Define Education. 2+6+2=10
b. What are the difference between Formal and Extension Education?
c. What are the disciplines of Extension Education?
4. a. Define communication and write briefly the various types of communication with suitable examples. 10
5. a. "Communication is an integral part in development." Explain the same with a success story of publicity campaign on Rural development. 10
6. a. What are the philosophies of Extension? 3+5+2=10
b. What are the principles of Extension?
c. Define ICAR.
7. a. What is Extension Education? 2+2+6=10
b. What are the objectives of Extension?
c. What are the functions of Extension?

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