



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS 2020/2021 ACADEMIC YEAR**

### **SECOND YEAR 2ND SEMESTER SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**FOR THE DEGREE OF BACHELOR OF SCIENCE AGRICULTURE  
EDUCATION AND EXTENSION**

**COURSE CODE:** AEX 221/SAB 204

**COURSE TITLE:** EXTENSION STRATEGIES AND MANAGEMENT

**DATE:** 20<sup>TH</sup> JANUARY 2022

**TIME:** 11 – 1 PM

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#### **INSTRUCTIONS TO CANDIDATES**

Answer Question ONE and any other TWO Questions.

TIME: 2 Hours

This paper consists of 2 printed pages. Please Turn Over



KIBU observes ZERO tolerance to examination cheating

## **QUESTION ONE**

- (a) Define the following terms (6marks)
  - (i) Extension Education
  - (ii) Innovation
  - (iii) Extension Research Linkages
- (b) Communication relates directly to sustainable rural development. It guarantees people participation in the process of change. Discuss 5 barriers to effective communication to rural people (10marks)
- (c) For extension through mass media to be effective, highlight 4 principles that farmers MUST consider (4marks)
- (d) Discuss the Role of ICT in Agricultural Extension Management (10marks)

## **QUESTION TWO**

- (a) Highlight Factors influencing effective communication in extension work (5marks)
- (b) As an agricultural graduate from Kibabii University, Bungoma county has hired you as a Ward Agricultural Extension Officer in your area, giving examples, describe at least 5 communication approaches you will use to enhance agricultural and rural development (15marks)

## **QUESTION THREE**

- (a) Discuss at least 5 strategies of Extension and Linkages (10marks)
- (b) Discuss 5 Modern Communication Tools in Agriculture, clearly indicating how they have contributed to the success of agricultural extension service in Kenya (10marks)

## **QUESTION FOUR**

Discuss 5 communication Theories (20marks)

### **QUESTION FIVE**

- (a) Describe the 7 characteristics of innovations (14marks)
- (b) Briefly describe 5 stages of the innovation decision process (6marks)