



(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: 20TH JANUARY 2022

TIME: 11 – 1 PM

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)