



(Knowledge for Development)

KIBABII UNIVERSITY
UNIVERSITY EXAMINATIONS
2021 / 2022 ACADEMIC YEAR

SECOND YEAR 2ND SEMESTER
SPECIAL/SUPPLEMENTARY EXAMINATIONS

**FOR THE DEGREE OF BACHELOR OF SCIENCE IN AGRICULTURE
EDUCATION & EXTENSION**

COURSE CODE: AEX 221

COURSE TITLE: EXTENSION STRATEGIES AND MANAGEMENT

DATE: 28TH JULY 2022

TIME: 2 – 4 PM

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other two (2) Questions.

TIME: 2 Hours

This paper consists of 3 printed pages. Please Turn Over



KIBU observes ZERO tolerance to examination cheating

QUESTION ONE

- (a) Define the following terms (6marks)
 - (i) Innovation
 - (ii) Extension Education
 - (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) Briefly discuss the following approaches;
 - i) Participatory Extension Approach (5marks)
 - ii) Training Approach (5marks)

QUESTION TWO

- (a) Explain the significance of the 'principle of Whole Family Approach' (5marks)
- (b) Discuss 5 communication approaches for rural agricultural development (15marks)

QUESTION THREE

- (a) Describe 5 stages of adoption process (10marks)
- (b) An innovation is an idea, practice perceived as new by an individual farmer or farmers. Explain any 5 characteristics of innovations (10marks)

QUESTION FOUR

Discuss any 5 communication Theories (20marks)

QUESTION FIVE

- (i) Highlight at least 5 critical considerations while selecting the best combination of extension teaching methods (5marks)
- (ii) Group discussion helps to solve many important problems among farmers. Discuss six steps that will guide the members to a successful group discussion (12marks)
- (iii) Briefly explain Method demonstration and Results demonstration (3marks)