



SIR ARTHUR LEWIS COMMUNITY COLLEGE
ACADEMIC YEAR (2024/2025) – SEMESTER TWO
END OF SEMESTER FINAL EXAMINATION

COURSE CODE : AGR218
COURSE TITLE : Agricultural Extension and Communications
LECTURER(S) : Allan Oculien
DATE : Monday 28th April, 2025
TIME : 1:00 p.m - 3: 00 p.m
DURATION : 2 Hours
ROOM : LFT-1R-05
STUDENT ID # : _____

GENERAL INFORMATION AND INSTRUCTIONS

This examination consists of **TWO (2)** sections, **SECTION A** and **SECTION B**.

- **SECTION A** consists of **FIFTY (50)** multiple choice questions.
- **SECTION B** consists of **FOUR (4)** structured questions.

You are required to answer **ALL** questions.

- **Begin each question in Section B on a new sheet of paper.**
- Students must sign **IN** and **OUT** on the examination class list.
- Write your **Student ID** number on both the question paper and the answer script that you submit.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

SECTION A

INSTRUCTIONS: You have been provided with an answer sheet for this section. Answer all FIFTY (50) questions in this section by shading the letter which corresponds to the correct answer.

1. Which of the following best defines rural development?
 - a) Urban planning for rural migration
 - b) Improvement in the living standards of rural populations
 - c) Increase in industrial activities in cities
 - d) Growth of rural entertainment sectors
2. The study of how individuals behave in groups within rural communities is known as:
 - a) Rural economics
 - b) Cultural anthropology
 - c) Rural sociology
 - d) Agricultural psychology
3. Which of the following is **NOT** a typical characteristic of rural societies?
 - a) Strong community ties
 - b) High population density
 - c) Reliance on agriculture
 - d) Limited access to modern services
4. The role of organizations such as farmer groups in rural development is to:
 - a) Control all social behavior
 - b) Deliver religious services
 - c) Facilitate collaboration and access to resources
 - d) Promote urban migration
5. Social stratification refers to:
 - a) Social media influence in agriculture
 - b) Layers of soil types
 - c) Organization of society into hierarchical layers
 - d) Training programs for farmers
6. The SMCR model of communication includes all of the following except:
 - a) Source
 - b) Message
 - c) Channel
 - d) Receiver
7. One key barrier to effective communication in extension is:
 - a) Clarity of message
 - b) Audience understanding
 - c) Language and literacy mismatch
 - d) Use of visual aids
8. Cyber extension refers to:
 - a) Use of AI for farming decisions
 - b) Technology-based extension using the internet
 - c) Telepathy among farmers
 - d) Manual record-keeping
9. Which of the following is considered an audio-visual aid in extension?
 - a) Pamphlet
 - b) Poster
 - c) Slideshow presentation
 - d) Chalkboard

10. Effective communication in agricultural extension helps to:
 - a) Control farmer decisions
 - b) Reduce costs only
 - c) Transfer knowledge and build trust
 - d) Limit technology access

11. Program planning in extension involves:
 - a) Guessing next season's needs
 - b) Systematic setting of goals and actions
 - c) Random activity planning
 - d) Farming activities only

12. A project is different from a program because it:
 - a) Has no timeline
 - b) Is ongoing
 - c) Has a specific goal, duration, and scope
 - d) Is managed by students

13. Monitoring focuses on:
 - a) Initial planning
 - b) Budgeting only
 - c) Ongoing tracking of activities
 - d) Making videos

14. Evaluation helps to:
 - a) Justify funding decisions
 - b) Avoid reports
 - c) Conduct advertising
 - d) Approve new staff

15. One tool used in participatory rural appraisal (PRA) is:
 - a) Drone mapping
 - b) Interview
 - c) Yield testing
 - d) Fertilizer trials

16. Climate smart agriculture is best described as:
 - a) A digital weather forecasting service
 - b) Farming practices that increase productivity and resilience
 - c) Export-led farming only
 - d) Use of drones for all planting

17. One major challenge of food and nutrition security in the Caribbean is:
 - a) High rainfall
 - b) Overproduction
 - c) Dependence on food imports
 - d) Too many farmers

18. Agricultural biodiversity helps extension services by:
 - a) Reducing market value
 - b) Providing crop variety options for climate resilience
 - c) Reducing pest control options
 - d) Simplifying extension training

19. Bioterrorism in agriculture refers to:
 - a) Farmers protesting imports
 - b) Deliberate introduction of pests and diseases
 - c) Climate change
 - d) Excess fertilizer use

20. One strategy to engage rural youth and women in agriculture is:
- Raise land tax
 - Provide targeted training and access to resources
 - Shift focus to male-only groups
 - Limit extension visits
21. Which of the following best explains the origin of agricultural extension?
- It originated from the industrial revolution in Europe.
 - It began with the establishment of formal education systems in universities.
 - It started as an effort to bridge the gap between research and farmers.
 - It was an initiative by the government to reduce rural poverty.
22. The concept of agricultural extension was popularized in the United States by:
- George Washington
 - Franklin D. Roosevelt
 - Seaman A. Knapp
 - Henry Ford
23. In which country was the first extension service established?
- India
 - United States
 - England
 - Japan
24. The primary purpose of agricultural extension is to:
- Increase government revenue
 - Transfer knowledge and skills to farmers
 - Develop agricultural policies
 - Encourage urban migration
25. Which of the following is an indirect benefit of agricultural extension?
- Improved irrigation infrastructure
 - Educating farmers about pesticides
 - Strengthened rural community networks
 - Direct financial subsidies to farmers
26. Which of the following best describes a long-term impact of effective extension services?
- Reduced pesticide prices
 - Increased farmer self-reliance and innovation
 - Mandatory crop rotations
 - Standardized input use across farms
27. Which of the following is a type of extension approach?
- Participatory extension approach
 - Urban-centered extension approach
 - Top-down extension approach
 - Both A and C
28. The top-down extension approach is characterized by:
- Farmers making decisions based on their needs
 - Extension workers dictating the methods and solutions to farmers
 - Farmers and extension workers jointly developing solutions
 - A decentralized decision-making process
29. In the participatory extension approach, the focus is on:
- Educating farmers without their input
 - Active involvement of farmers in decision-making and problem-solving
 - Extension workers controlling all aspects of agriculture
 - Selling government seeds and fertilizers

30. Which of the following is a type of extension education strategy?
- Mass media strategy
 - Group-based strategy
 - Farm visit strategy
 - All of the above
31. The mass media strategy in extension education mainly involves:
- One-on-one interaction with farmers
 - Use of newspapers, radio, and television to disseminate information
 - Sending farmers to foreign countries for training
 - Organizing village-level group discussions
32. In the group-based strategy of extension education, the focus is on:
- Encouraging individual farmers to adopt new technologies
 - Organizing farmers in groups for collective learning and exchange
 - Selling agricultural products to groups
 - Farmers training extension workers
33. Which of the following is a characteristic of an effective extension worker?
- Arrogance
 - Technical knowledge, good communication skills, and empathy
 - Ignoring farmers' needs
 - Strict adherence to government policies
34. Effective extension workers should possess which of the following qualities?
- Strong leadership skills and knowledge of local culture
 - High levels of formality and rigid thinking
 - A tendency to only follow existing methods without questioning
 - A focus only on urban-based farming
35. Why is cultural competence important for an extension worker in diverse farming communities?
- To enforce local traditions strictly
 - To translate technical terms into foreign languages
 - To build trust and tailor advice that aligns with local norms
 - To limit farmer participation to similar backgrounds
36. Technology transfer in the context of agricultural extension refers to:
- The process of moving technology from researchers to farmers
 - The sale of equipment to farmers
 - The process of transferring land ownership
 - Selling new agricultural products
37. Which approach would most likely increase farmer adoption of a new technology in a remote community?
- A government mandate
 - A televised announcement
 - A demonstration plot managed by local farmers
 - Sending brochures to regional capitals
38. Which of the following is a barrier to effective technology transfer?
- Lack of farmer participation in the process
 - Availability of funds
 - Strong government policies
 - High literacy rates among farmers
39. The adoption process in agricultural extension refers to:
- The step-by-step process farmers follow to choose and apply new agricultural techniques
 - A government policy to increase food production
 - The sale of agricultural products to international markets
 - The redistribution of land

40. The first stage in the adoption process is:
- Confirmation
 - Knowledge
 - Decision
 - Trial
41. Which of the following is the correct sequence of stages in the adoption process?
- Knowledge → Persuasion → Decision → Implementation → Confirmation
 - Knowledge → Decision → Trial → Confirmation → Persuasion
 - Trial → Knowledge → Persuasion → Decision → Confirmation
 - Persuasion → Knowledge → Trial → Decision → Confirmation
42. In the adoption process, the "trial" stage involves:
- Evaluating the decision to adopt the technology
 - Testing the technology on a small scale before full adoption
 - Sharing knowledge about the technology
 - Fully implementing the technology
43. During the confirmation stage of the adoption process, farmers:
- Decide whether or not to adopt the technology
 - Evaluate the results of using the technology
 - Begin to learn about the technology
 - Seek advice from the extension worker
44. In the decision stage of the adoption process, farmers:
- Decide whether or not to adopt the technology
 - Begin to implement the technology on a large scale
 - Test the technology on a small plot of land
 - Seek information from the extension agent
45. Which of the following is a common extension training method?
- Demonstrations
 - Lectures
 - Farm visits
 - All of the above
46. Farmers typically learn best through which method of extension training?
- Large formal lectures
 - Demonstration and hands-on activities
 - Written manuals only
 - Watching videos
47. Which extension training method involves showing farmers how to implement a new practice in real life?
- Field days
 - Demonstrations
 - Group discussions
 - Written materials
48. Which extension approach best encourages mutual learning among farmers?
- Radio extension programs
 - Farmer field schools
 - Government inspection visits
 - Online pesticide advertisements
49. In extension training, the use of visual aids, charts, and diagrams is most effective during:
- Lectures
 - Demonstrations
 - Group discussions
 - One-on-one visits

50. Which of the following is NOT considered an extension training method?

- a) Farm visits
- b) Demonstrations
- c) Broadcasting agricultural advertisements on TV
- d) Workshops

SECTION B

INSTRUCTIONS: This section consists of FOUR (4) questions. You are to answer ALL questions. Each question worth 10 marks.

QUESTION ONE

- a) Briefly compare the **top-down** and **participatory** approaches in agricultural extension.
(4 marks)
- b) Imagine you are assigned to a farming district with low adoption of new techniques. Propose a suitable extension approach and justify your choice.
(6 marks)

Total 10 marks

QUESTION TWO

- a) Define agricultural extension and state its main purpose.
(4 marks)
- b) Identify and briefly describe any three extension methods.
(6 marks)

Total 10 marks

QUESTION THREE

- a) Define communication and describe the basic elements of the communication process.
(6 marks)
- b) Explain two challenges that may arise in delivering agricultural extension messages and how to overcome them.
(4 marks)

Total 10 marks

QUESTION FOUR

- a) Assess the role of agricultural extension in addressing gender disparities in rural communities.
(5 marks)
- b) Develop an action plan outline (2–3 steps) for engaging youth in agribusiness using extension strategies.
(5 marks)

Total 10 marks

END OF EXAM