



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

SECOND YEAR SPECIAL/SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT AND TRADE

AEE435: AGRICULTURAL EXTENSION AND RURAL DEVELOPMENT

DATE: 25/7/2019

TIME: 11.00-1.00 PM

INSTRUCTIONS:

Answer question **ONE** and any other **TWO** questions

QUESTION ONE

- a) Why is agricultural extension important to developing countries like Kenya? (6 Marks)
- b) Differentiate between diffusion and adoption of a technology or an innovation (3 Marks)
- c) Describe challenges faced by extension agents and farmers in extension service provision (9 Marks)
- d) Explain the six components of a communication process in extension service provision (12 Marks)

SECTION B: ANSWER ANY TWO (2) QUESTIONS FROM THIS SECTION

QUESTION TWO

- a) What measures should a country put in place to achieve an effective extension service provision programme? (10 Marks)
- b) Explain why each of the five processes involved in project planning and management are carried out (10 Marks)

QUESTION THREE

- a). Describe 5 factors that affect effective extension service delivery in developing countries like Kenya (10 Marks)
- b). Describe five general phases of a project (10 Marks)

QUESTION FOUR

- a) Explain 4 weaknesses associated with the conservation theory (8 Marks)
- b) Describe 6 project evaluation approaches (12 Marks)

QUESTION FIVE

- a) Describe the five adopter categories of a technology or an innovation (10 Marks)
- b) Explain what happens in each of the six stages of technology or innovation adoption process (8 Marks)
- c) In what form should information communicated through mass media be? (2 Marks)