



# MACHAKOS UNIVERSITY

University Examinations for 2019/2020 Academic Year

SCHOOL OF AGRICULTURAL SCIENCES

DEPARTMENT OF AGRIBUSINESS MANAGEMENT AND TRADE

THIRD YEAR SPECIAL/ SUPPLEMENTARY EXAMINATION FOR

BACHELOR OF SCIENCE IN AGRIBUSINESS MANAGEMENT

AEE 301: AGRICULTURAL EXTENSION AND TECHNOLOGY TRANSFER

DATE: 21/01/2021

TIME: 2.00-4.00 PM

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## INSTRUCTIONS:

Answer question one (Compulsory) and any other two (2) questions

### QUESTION ONE (COMPULSORY)

- a) Explain the primary focus of agricultural extension? (2 marks)
- b) Differentiate between the following terms
  - i. Adoption and diffusion of a technology or an innovation (4 marks)
  - ii. Rural transformation and rural development (4 marks)
- c) Explain five factors that positively influence technology or innovation adoption (10 marks)
- d) Explain key guiding questions in project monitoring and evaluation (10 marks)

### QUESTION TWO (20 MARKS)

- a) Describe six stages of technology or innovation adoption process (12 marks)
- b) Discuss the role of agricultural extension to developing countries like Kenya (8 marks)

### QUESTION THREE (20 MARKS)

- a) Explain 5 factors that affect effective extension service delivery in developing countries like Kenya (10 marks)
- b) Discuss the principles of agricultural extension (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Explain six components of a communication process in extension service provision (12 marks)
- b) Explain four reasons why agricultural finance credit is essential in agricultural development (8 marks)

**QUESTION FIVE (20 MARKS)**

- a) Explain five reasons why project planning and management processes are carried out (10 marks)
- b) Describe five general phases of a project (10 marks)