



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF AGRICULTURAL AND FOOD SCIENCES
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF SCIENCE IN
AGRIBUSINESS MANAGEMENT 2nd YEAR, 1st SEMESTER
2021/2022 ACADEMIC YEAR

SIAYA CAMPUS

COURSE CODE: AEB: 9404.

STREAM: BSc. AGBM

COURSE TITLE: Extension Methods and Community Outreach

DATE:

SESSION:

TIME: 2 HOURS

Instructions:

- 1. Answer ALL questions in Section A and ANY other TWO questions in Section B.**
 - 2. Candidates are advised not to write anything on the question paper.**
 - 3. Answers to Questions must be written in the Answer Booklets**
 - 4. Candidates must hand in their answer booklets to the invigilator while in the examination room.**
-

SECTION A:

[30 MARKS]

Answer ALL questions from this section.

1. Define the following concepts as used in Agricultural extension course.
 - a) Innovativeness [4 Marks]
 - b) Diffusion [4 Marks]
2. Categorize adopters based on their innovativeness. [10 Marks]
3. With relevant examples, differentiate between method and result demonstrations. [8 Marks]
4. The adoption of agricultural technology practices usually requires “new forms of interaction, organization and agreement between multiple actors”. Explain why an innovation platform would be most suited for this. [4 Marks]

SECTION B:

[40 MARKS]

Answer any TWO questions in this section.

5. a). As an extension agent in charge of Siaya Central Ward, you have been tasked with initiating a Poultry farmer field school (FFS). Identify the key characteristics of an FFS. [15 Marks]
b). Enumerate five stakeholders likely to participate in the FFS and state their roles [5 Marks]
6. Participatory extension approaches/methods are rapidly gaining prominence in extension service in the developing countries.
 - a). Name any three participatory extension approaches/methods. [6 Marks]
 - b). Discuss the determinants for their selection to make extension service more effective. [14 Marks]
7. Discuss with relevant examples the contribution of electronic media in promoting agricultural extension service in Kenya. [20 Marks]