

Study Programme : Bachelor of Industrial Studies Honours in Agriculture  
Name of the Examination : Final Examination

Course Code and Title : AGM5546/AEM5246  
Agricultural Extension

Academic Year : 2019/20

**SECTION II: Answer any four (04) questions**

1. Motivation is an important factor to be considered in adult learning
  - i. What are the two types of motivation? (05 marks)
  - ii. Describe the factors that motivate adult learners (10 Marks)
  - iii. Explain the barriers for motivation (10 marks)
  
2.
  - i. Briefly explain the **four (4)** steps in planning an effective communication programme. (10 marks)
  - ii. In communication **“The message must be suited to the needs of rural people”**  
Explain the above principle of communication with examples. (15 marks)
  
3.
  - i. Name two (02) types of farmer organizations (05 marks)
  - ii. Discuss the **‘extension role’** played by farmer organizations (20 marks)
  
4. Write short notes on ~~five~~ (05) of the following;
  - i. Past experience of adult learners
  - ii. Adopter categories
  - iii. Women as agriculture partners
  - iv. Agricultural extension through mass media
  - v. Private extension organizations
  - vi. Obstacles for social change (25 marks)
  
5. The following is an important principle of agricultural extension  
**“Each new or changed practice should be technically sound, financially profitable and socially desirable”**  
Write a description on **‘technical, financial & social desirability** of new agricultural practices’ (25 marks)
  
6. **“All categories of farmers are benefited by the government extension services in Sri Lanka”**  
Critically evaluate the above statement (25 marks).