



The Open University of Sri Lanka  
 Faculty of Engineering Technology  
 Bachelor of Industrial Studies Honors (Agriculture) Programme  
 Final Examination - 2017  
 AEM5246 – Agricultural Extension

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Date : 21-11-2017  
 Time : 9.30 – 12.30 hours

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

1. **Motivation, Reinforcement, Retention and Transference** are four factors that affect the process of adult learning.
  - i. Outline **five (5)** methods that can be used by an instructor to motivate adult learners  
 (5 marks).
  - ii. Discuss with examples how **Reinforcement** (both negative and positive reinforcement) affects the teaching – learning education  
 (10 marks).
  - iii. Discuss the possible methods of improving the capacity of ‘**retention**’ of information in adult learners  
 (10 marks).
  
2.
  - i. Outline the **six (6)** stages in the communication process (5 marks).
  - ii. Explain two (2) important factors to be considered in planning an effective communication programme (10 marks).
  - iii. Discuss the advantages of using ‘demonstrations’ to educate farmers (10 marks).
  
3.
  - i. Discuss the **five (5)** stages of the ‘adoption process’ (15 marks)
  - ii. ‘Practices of other farmers’ is considered as an important source of new technology.

Discuss how these practices can be used to motivate fellow farmers (10 marks).

4. Write short notes on **three (3)** of the following topics. Use examples where necessary (25 marks).

- i. Rural women as independent producers.
- ii. Three dimensional visual aids.
- iii. Training & visit (T & V) system of extension
- iv. Agricultural Innovations.
- v. Private extension services in Sri Lanka.

5. i. Outline **five (5)** mass communication methods (05 marks).

ii. Discuss the importance of the following extension methods to disseminate agricultural information (20 marks).

- a. Field days
- b. Farm & home visits.

6. 'Production incentives for farmers can encourage the use of technology for agricultural development'

Comment on this statement (25 marks).