

Agricultural Extension & Communication Reviewer

(100 Review Questions)

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1. What term originates from the Latin word 'communis', which means to establish commonness between two or more people?

- A. Extension
- B. Communication
- C. Diffusion
- D. Innovation

2. Who is known as the founder of the home extension service in the Philippines?

- A. Corazon Aquino
- B. Gloria Macapagal-Arroyo
- C. Maria Y. Orosa
- D. Miriam Defensor Santiago

3. Which Republic Act is otherwise known as the Agriculture and Fisheries Modernization Act (AFMA) of 1997?

- A. RA 7160
- B. RA 8435
- C. RA 8850
- D. RA 10068

4. Which Republic Act devolved agricultural extension and training activities to the Local Government Units (LGUs)?

- A. RA 680
- B. RA 7160
- C. RA 8435
- D. RA 11203

5. In Berlo's model of communication, what does SMCR stand for?

- A. Source, Message, Channel, Receiver
- B. Sender, Medium, Channel, Response
- C. Source, Media, Content, Receiver
- D. Sender, Message, Context, Response

6. Which category of adopters is characterized as being 'venturesome' and eager to try new ideas?

- A. Early Adopters
- B. Innovators
- C. Early Majority
- D. Laggards

7. What is the first stage in the adoption process of an innovation?

- A. Interest
- B. Evaluation
- C. Trial
- D. Awareness

8. What is the final stage of the adoption process where the individual decides to make full use of the innovation?

- A. Trial
- B. Evaluation
- C. Adoption
- D. Awareness

9. Which adopter category is characterized as 'traditional' and is the last to adopt an innovation?

- A. Late Majority
- B. Laggards
- C. Early Majority
- D. Innovators

10. Which extension teaching method involves showing local farmers why a particular new practice should be adopted by comparing it with a commonly used local practice?

- A. Method Demonstration
- B. Result Demonstration
- C. Field Trip
- D. Brainstorming

11. Which of the following is an example of a mass media extension method?

- A. Farm and home visit
- B. Result demonstration
- C. Radio broadcast
- D. Office call

12. Which of the following is considered a group extension method?

- A. Telephone call
- B. Farm and home visit
- C. Field day
- D. Newspaper article

13. Which of the following is an individual extension teaching method?

- A. Symposium
- B. Farm and home visit
- C. Radio broadcast
- D. Field trip

14. Which principle of extension emphasizes active participation rather than passive listening?

- A. Extension begins where the people are
- B. People learn to do by doing
- C. Extension works with and through people
- D. The spirit of self-help is essential

15. Which principle highlights the necessity of considering the clients' current knowledge, resources, and environment?

- A. People learn to do by doing
- B. Extension is a two-way link
- C. Extension begins where the people are
- D. Extension is accountable to clients

16. In the Shannon-Weaver communication model, what term refers to elements that distract or affect the transfer of a message?

- A. Signal
- B. Feedback
- C. Noise
- D. Decoder

17. How is 'innovation' defined in the context of agricultural extension?

- A. A traditional farming practice
- B. Any idea, practice, or technology regarded as new by an individual
- C. The rejection of modern technology
- D. A government-mandated agricultural policy

18. During the Spanish era in the Philippines, what were the model farms established to educate farmers called?

- A. Haciendas
- B. Granja Modelos
- C. Encomiendas
- D. Pueblos

19. Who developed the '5W' model of communication (Who says what to whom in which channel with what effect)?

- A. Wilbur Schramm
- B. David Berlo
- C. Harold Lasswell
- D. Claude Shannon

20. Which extension approach focuses on highly specializing in one crop, usually for export, to increase production?

- A. Project Approach
- B. Commodity Specialized Approach
- C. Training and Visit Approach
- D. Farming Systems Development Approach

21. Which extension approach was advocated by the World Bank in the 1960s and involves a rigorous schedule of visits to farmers?

- A. Training and Visit Approach
- B. Cost-Sharing Approach
- C. Participatory Approach
- D. Educational Institution Approach

22. What law enacted in 1952 consolidated agricultural extension services by creating the Bureau of Agricultural Extension (BAEx)?

- A. RA 8435
- B. RA 680
- C. RA 7160
- D. RA 10068

23. What does ATI, the extension and training arm of the Philippine Department of Agriculture, stand for?

- A. Agricultural Technology Institute
- B. Agrarian Training Institute
- C. Agricultural Training Institute
- D. Agribusiness Technology Initiative

24. What was the highest policy-making and coordinating body organized in 1958 to manage the rice and corn production program?

- A. NFAC
- B. RCPC
- C. BAEx
- D. DAR

25. Under the AFMA of 1997, what does SAFDZ stand for?

- A. Strategic Agriculture and Fisheries Development Zones
- B. Sustainable Agrarian Farming Development Zones
- C. Standardized Agricultural and Fishery Delivery Zones
- D. Special Agriculture and Forestry Development Zones

26. Which adopter category serves as the greatest degree of opinion leadership in most social systems?

- A. Innovators
- B. Early Adopters
- C. Late Majority
- D. Laggards

27. Which adopter category is characterized as being 'deliberate' and adopts new ideas just before the average member?

- A. Early Adopters
- B. Early Majority
- C. Late Majority
- D. Laggards

28. Which adopter category is characterized as 'skeptical' and adopts only after the majority have done so?

- A. Innovators
- B. Early Majority
- C. Late Majority
- D. Laggards

29. What innovation attribute refers to the degree to which an innovation is seen as better than the idea it replaces?

- A. Compatibility
- B. Observability
- C. Relative Advantage
- D. Trialability

30. What innovation attribute is the degree to which an innovation is perceived as consistent with existing values and past experiences?

- A. Relative Advantage
- B. Complexity
- C. Compatibility
- D. Observability

31. Which attribute of innovation is negatively correlated with its rate of adoption?

- A. Trialability
- B. Relative Advantage
- C. Observability
- D. Complexity

32. What attribute refers to the degree to which an innovation may be experimented with on a limited basis?

- A. Compatibility
- B. Trialability
- C. Observability
- D. Relative Advantage

33. What attribute refers to the degree to which the results of an innovation are visible to others?

- A. Observability
- B. Complexity
- C. Trialability
- D. Relative Advantage

34. What Republic Act is known as the Philippine Organic Agriculture Act of 2010?

- A. RA 8435
- B. RA 7160
- C. RA 10068
- D. RA 11203

35. Which country is credited with the term 'extension', specifically originating from the context of 'university extension' in the 1840s?

- A. United States
- B. Britain
- C. Germany
- D. Philippines

36. The birth of the modern extension service is attributed to events in the 19th century in which country following a severe potato famine?

- A. England
- B. United States
- C. Ireland
- D. France

37. What US Act established the Cooperative Extension Service in 1914?

- A. Morrill Act
- B. Hatch Act
- C. Smith-Lever Act
- D. Land Grant College Act

38. Which communication model introduced the concept of 'semantic noise' and views communication as circular?

- A. Berlo's SMCR Model
- B. Lasswell's Model
- C. Osgood-Schramm Model
- D. Shannon-Weaver Model

39. Agricultural extension is primarily considered what type of education?

- A. Formal education
- B. Informal education
- C. Non-formal education
- D. Basic education

40. What term describes the art and science of helping adults learn?

- A. Pedagogy
- B. Andragogy
- C. Didactics
- D. Epistemology

41. What term describes the instructional methods and strategies generally used for teaching children?

- A. Andragogy
- B. Heuristics
- C. Pedagogy
- D. Gerontology

42. In communication, what represents the sum total of an individual's experiences which influences their ability to communicate?

- A. Semantic noise
- B. Field of experience
- C. Channel capacity
- D. Message structure

43. In the communication process, what is the role of the encoder?

- A. To receive the message
- B. To convert the message into signals or words
- C. To provide feedback
- D. To interpret the semantic noise

44. In the communication process, what is the role of the decoder?

- A. To originate the message
- B. To block external noise
- C. To convert the signal back into an understandable message
- D. To act as the communication channel

45. A method demonstration shows farmers 'how' to do something step-by-step. What does a result demonstration primarily show?

- A. 'How' to build equipment
- B. 'Why' a practice should be adopted based on outcomes
- C. The theoretical background of the practice
- D. The mistakes of traditional methods

46. Which group extension method is a technique to elicit a large number of imaginative ideas or solutions to open-ended problems without immediate judgment?

- A. Symposium
- B. Panel
- C. Lecture
- D. Brainstorming

47. Which of the following is considered a 'print media' method in extension?

- A. Television
- B. Fact sheets
- C. Radio
- D. Motion pictures

48. Which term refers to the entire process by which an innovation is communicated through specific channels over time among members of a social system?

- A. Adoption
- B. Diffusion
- C. Transfer
- D. Evaluation

49. What does the 'RCEF' established under the Rice Tariffication Law stand for?

- A. Rice Competitiveness Enhancement Fund
- B. Rice Commercialization and Extension Fund
- C. Rural Crop Enhancement Financing
- D. Rice Corporate Enterprise Fund

50. Which Philippine law is known as the Rice Tariffication Law?

- A. RA 10055
- B. RA 10068
- C. RA 11203
- D. RA 8435

51. Which Philippine law is known as the Philippine Technology Transfer Act of 2009?

- A. RA 8435
- B. RA 10055
- C. RA 7160
- D. RA 8850

52. The Comprehensive Agrarian Reform Law (CARL), or RA 6657, was signed into law under whose administration?

- A. Gloria Macapagal-Arroyo
- B. Fidel Ramos
- C. Corazon Aquino
- D. Benigno Aquino III

53. Under the Local Government Code of 1991, which level of LGU is responsible for agricultural support services like planting materials distribution?

- A. Province
- B. Municipality
- C. City
- D. Barangay

54. Under the Local Government Code of 1991, which level of LGU is responsible for providing extension and on-site research services?

- A. Province
- B. Barangay
- C. Municipality
- D. Region

55. Under the Local Government Code of 1991, which LGU level is responsible for the prevention and control of plant and animal pests and diseases?

- A. Province
- B. Municipality
- C. Barangay
- D. National Government

56. Which extension approach concentrates efforts on a particular location for a specific time period, often with outside resources?

- A. Cost-Sharing Approach
- B. Project Approach
- C. Commodity Specialized Approach
- D. Educational Institution Approach

57. In the Participatory Agricultural Extension Approach, what is a key measure of success?

- A. Increase in national production
- B. Willingness of farmers to pay for services
- C. Number of farmers actively participating
- D. Adoption rate of specialized crops

58. What is the primary characteristic of the General Extension Approach?

- A. Decentralized and flexible
- B. Fairly centralized and assumes technology exists but is not used
- C. Requires local people to pay part of the cost
- D. Combines research, marketing, and input supply under one administration

59. Which extension approach measures success by the local people's willingness and ability to provide some share of the cost?

- A. Farming Systems Development Approach
- B. Commodity Approach
- C. Cost-Sharing Approach
- D. Project Approach

60. In contrast to an innovator, why is an early adopter generally considered more influential in the local community?

- A. They possess the most risk capital
- B. They bypass local extension workers
- C. They are a more integrated part of the local social system and serve as role models
- D. They are the absolute first to try any new idea

61. What is the primary disadvantage of using mass media as an extension teaching method?

- A. It cannot reach remote areas
- B. It requires the audience to be highly educated
- C. It lacks immediate feedback making impact evaluation difficult
- D. It takes a long time to spread awareness

62. In the Osgood-Schramm model, what type of noise occurs when the sender and receiver apply a different meaning to the same message?

- A. Physical noise
- B. Psychological noise
- C. Semantic noise
- D. Channel noise

63. According to Berlo's SMCR model, which of the following is NOT a factor that influences the source's ability to encode a message?

- A. Communication skills
- B. Attitudes
- C. Social system
- D. Semantic noise

64. A farmer decides to try an organic fertilizer on a small patch of his land before applying it entirely. Which stage of the adoption process does this represent?

- A. Interest
- B. Evaluation
- C. Trial
- D. Awareness

65. Which extension approach adopts a 'farmer-back-to-farmer' model and relies on interdisciplinary teams of researchers and extensionists?

- A. Training and Visit Approach
- B. Farming Systems Development Approach
- C. General Extension Approach
- D. Educational Institution Approach

66. An extension worker designs a training program based on the farmers' existing knowledge and locally available resources. This directly applies which extension principle?

- A. Extension begins where the people are
- B. The spirit of self-help is essential
- C. Extension is accountable to clients
- D. Extension works with different target groups

67. Why does the extension principle 'The spirit of self-help is essential' discourage dole-outs?

- A. Because the government lacks funds
- B. To promote a culture of mendicancy
- C. Because it is not sustainable and users must be accountable
- D. Because the private sector handles dole-outs better

68. If an extension agent introduces a highly complex irrigation technology to a conservative farming community, what is the most likely outcome based on diffusion theory?

- A. The adoption rate will be high due to its novelty
- B. The adoption rate will be negatively affected by the technology's complexity
- C. Early majority will immediately adopt it
- D. Laggards will adopt it first to save time

69. In the context of adult learning (andragogy), which of the following best describes the 'readiness to learn' assumption?

- A. Adults learn best when forced by external pressure
- B. Adults learn when they need to know something to deal with life situations
- C. Adults learn sequentially like children
- D. Adults only learn to pass formal examinations

70. Which of the following describes the 'problem-centered focus' characteristic of adult learners?

- A. Adults want to learn theory before practice
- B. Adults prefer learning for the sake of accumulating knowledge
- C. Adults seek learning to immediately apply it and solve practical problems
- D. Adults enjoy highly abstract processing tasks

71. As an 'Educator/Facilitator/Catalyst', what is the primary role of the change agent?

- A. To dictate agricultural policies to farmers
- B. To provide financial loans directly to farmers
- C. To support and actively encourage farmers to tackle their own problems
- D. To perform all farm labor for the community

72. In the Cost-Sharing Approach to extension, what is the fundamental justification for requiring local people to pay part of the cost?

- A. To generate revenue for the national treasury
- B. To reduce the salary of extension agents
- C. To ensure the program meets local situations and makes agents more accountable to local interests
- D. To eliminate the need for agricultural research

73. What was a primary rationale behind the enactment of the Agriculture and Fisheries Modernization Act (AFMA)?

- A. To centralize all extension services under the national government
- B. To prepare the agriculture and fisheries sectors for globalization and enhance competitiveness
- C. To completely eradicate manual labor in farming
- D. To abolish the Department of Agrarian Reform

74. The General Extension Approach operates on which underlying assumption?

- A. Farmers possess all necessary knowledge and just need capital
- B. Technology and knowledge appropriate for local people exist but are not being used
- C. Extension must be privatized to be effective
- D. Only export commodities deserve extension support

75. When applying the 'Model Farmer' extension method, why is it crucial that the selected individual is well-liked and respected?

- A. To ensure they can pay the extension agent
- B. Because social influence and prestige are critical to persuading peers to adopt practices
- C. To guarantee they have the largest farm size
- D. Because respected farmers automatically have the most complex technologies

76. In Lasswell's Communication Model, what does the component 'In Which Channel' refer to?

- A. The sender
- B. The message
- C. The medium
- D. The receiver

77. Why do 'Laggards' typically resist agricultural innovations?

- A. They are venturesome and easily distracted
- B. Their point of reference is the past and they interact primarily with those who have traditional values
- C. They are closely integrated into formal community leadership
- D. They rely heavily on mass media rather than peers

78. Which adopter category frequently interacts with peers but rarely holds formal leadership positions, adopting just before the average member?

- A. Innovators
- B. Early Adopters
- C. Early Majority
- D. Late Majority

79. How does the 'Evaluation' stage differ from the 'Trial' stage in the adoption process?

- A. Evaluation involves trying the idea on a small scale, Trial is mental weighing
- B. Evaluation is the mental weighing of advantages and drawbacks, Trial is testing on a small scale
- C. Evaluation happens after Adoption, Trial happens before Awareness
- D. There is no difference; they occur simultaneously

80. What characterizes the 'Emancipatory' purpose of extension as proposed by Roling?

- A. It focuses strictly on increasing national crop yields
- B. It aims to uplift the poor, achieve societal goals, and correct structural problems
- C. It primarily targets the improvement of communication skills
- D. It encourages preventive behavior against environmental pollution

81. Which dimension of extension focuses on selflessness and humanitarian efforts without expecting returns from the beneficiaries?

- A. Educational Dimension
- B. Behavioral Dimension
- C. Altruistic Dimension
- D. Income Dimension

82. Under the Philippine Fisheries Code of 1998 (RA 8550), what council was created to manage and conserve fisheries and aquatic resources?

- A. National Food and Agriculture Council (NFAC)
- B. Fisheries and Aquatic Resources Management Council (FARMC)
- C. Bureau of Fisheries and Aquatic Resources (BFAR)
- D. Agricultural Training Institute (ATI)

83. In the context of the Philippine higher education system, what is recognized as the third function of State Universities and Colleges (SUCs) alongside Instruction and Research?

- A. Production
- B. Extension
- C. Marketing
- D. Administration

84. In the Philippines, the decentralization of extension services caused a shift in responsibilities. Based on RA 7160, if a farmer needs a communal irrigation system, which LGU tier is primarily responsible?

- A. Barangay
- B. Municipality
- C. Province
- D. National Government

85. When applying the Osgood-Schramm communication model in a rural extension setting, an extension worker uses academic jargon that farmers misunderstand. This breakdown is primarily caused by what specific element?

- A. Physical Noise
- B. Defective Channel
- C. Semantic Noise
- D. Lack of Source Credibility

86. According to communication principles, what determines the likelihood of successful message interpretation between an extension agent and a farmer?

- A. The physical distance between them
- B. The intersection of their common field of experience
- C. The absolute volume of the message
- D. The use of printed media over radio

87. How does the 'Farming Systems Development Approach' differ fundamentally from the 'Participatory Agricultural Extension Approach'?

- A. Farming Systems focuses on holistically developing local technology with research ties, while Participatory focuses on farmers' expressed needs and group sustainability.
- B. Farming Systems is top-down, while Participatory is centrally controlled by the government.
- C. Farming Systems only involves single-commodity exports, while Participatory focuses on all crops.
- D. There is no difference; they use the same methodology and success metrics.

88. What historical event in the Philippines directly triggered the consolidation of agricultural extension services under the Bureau of Agricultural Extension (BAEx) in 1952?

- A. The enactment of the Local Government Code
- B. The creation of the Masagana 99 program
- C. The recommendations of the Bell Survey Mission
- D. The establishment of the Granja Modelos

89. Under the Local Government Code of 1991, which LGU level is responsible for the operation of farm produce collection and buying stations?

- A. Province
- B. Municipality
- C. National Government
- D. Barangay

90. What is the primary objective of the Educational Institution Approach in agricultural extension?

- A. To generate revenue through student tuition fees
- B. To help rural people learn about scientific agriculture using technical knowledge from faculties or colleges of agriculture
- C. To focus solely on basic education for children
- D. To replace government extension workers with university professors entirely

91. According to the principles of demonstration, why should a demonstration be carried out on local farms with farmer participation?

- A. To ensure the innovation is tested under local conditions and increase farmer engagement
- B. To save the extension agent's travel expenses
- C. To quickly generate profits for the local government
- D. To bypass the need for scientific research

92. In the adoption process, what happens during the 'Interest' stage?

- A. The person tests the idea on a small scale
- B. The person develops a curiosity or concern and actively seeks more detailed information
- C. The person is exposed to the idea but knows very little about it
- D. The person decides to fully implement the idea

93. Which extension method offers farmers the opportunity to travel to another location to personally observe successful farming practices?

- A. Fact sheets
- B. Result Demonstrations
- C. Tours and Field Trips
- D. Panel discussions

94. What distinguishes a 'panel' discussion from a 'symposium' in group extension methods?

- A. A panel involves individual formal lectures, while a symposium is a debate
- B. A panel is strictly for non-agricultural topics, while a symposium is for technology transfer
- C. A panel is a give-and-take exchange among gathered persons, while a symposium is a series of lectures by speakers with different viewpoints
- D. There is no difference; they are synonymous

95. What characterizes 'intrapersonal communication' within the scope of communication?

- A. Talking with self, as in thinking
- B. Face-to-face communication between two people
- C. Using radio to address a public audience
- D. Writing a newspaper article

96. In the Osgood-Schramm Model of Communication, why is the communication process considered circular rather than linear?

- A. Because messages are only transmitted through radio waves
- B. Because both the sender and the receiver take turns to send, receive, and interpret messages
- C. Because the model does not account for any noise
- D. Because it relies on a single transmitter without feedback

97. According to Malcolm Knowles' assumptions of andragogy, why do adult learners seek learning opportunities?

- A. Because they want to impress extension agents
- B. Because it is legally mandated by the government
- C. Because they need to know something in order to deal with immediate life situations
- D. Because they enjoy theoretical abstractions

98. What is a major physiological condition that may affect adult learning in agricultural extension?

- A. Lack of external motivators
- B. Physical disabilities such as poor sight and hearing
- C. Anxiety about forced changes in policy
- D. Resistance to leaving the farm

99. Under the AFMA of 1997, what is the role of the Bureau of Agricultural Statistics in marketing assistance?

- A. It will serve as the central information server providing technical assistance in accessing product and market information
- B. It will directly purchase crops from farmers at premium prices
- C. It will enforce price ceilings on all agricultural commodities
- D. It will replace LGUs in delivering direct extension services

100. In agricultural development, what constitutes the 'Marketing Component' according to Dacanay?

- A. The tillers of the soil and the farm resources
- B. The individuals, organizations, and agencies that receive the products and offer prices to repay farmers' efforts
- C. The law and order regulations governing transactions
- D. The training personnel of extension units

ANSWER KEY

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|-------|-------|-------|--------|-------|-------|-------|-------|
| 1. B | 2. C | 3. B | 4. B | 5. A | 6. B | 7. D | 8. C |
| 9. B | 10. B | 11. C | 12. C | 13. B | 14. B | 15. C | 16. C |
| 17. B | 18. B | 19. C | 20. B | 21. A | 22. B | 23. C | 24. B |
| 25. A | 26. B | 27. B | 28. C | 29. C | 30. C | 31. D | 32. B |
| 33. A | 34. C | 35. B | 36. C | 37. C | 38. C | 39. C | 40. B |
| 41. C | 42. B | 43. B | 44. C | 45. B | 46. D | 47. B | 48. B |
| 49. A | 50. C | 51. B | 52. C | 53. D | 54. C | 55. A | 56. B |
| 57. C | 58. B | 59. C | 60. C | 61. C | 62. C | 63. D | 64. C |
| 65. B | 66. A | 67. C | 68. B | 69. B | 70. C | 71. C | 72. C |
| 73. B | 74. B | 75. B | 76. C | 77. B | 78. C | 79. B | 80. B |
| 81. C | 82. B | 83. B | 84. B | 85. C | 86. B | 87. A | 88. C |
| 89. D | 90. B | 91. A | 92. B | 93. C | 94. C | 95. A | 96. B |
| 97. C | 98. B | 99. A | 100. B | | | | |