

# Agricultural Extension and Communication Reviewer

By Agriculture Review

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**1. Which of the following BEST describes the primary purpose of agricultural extension services?**

- a) To enforce agricultural regulations among farmers
- b) To facilitate voluntary change in farmer knowledge, attitudes and practices through education and support
- c) To provide long-term credit and guarantee farm loans
- d) To replace local knowledge with only research-based technologies

**2. Which of the following is an example of a mass extension method?**

- a) Farm visit
- b) Small group demonstration plot
- c) Individual advisory (one-to-one)
- d) Radio broadcast and televised farm program

**3. In the diffusion of innovations model commonly used in extension, which adopter category is characterized by a willingness to take risks and by being the first to try new ideas?**

- a) Innovators
- b) Laggards
- c) Late majority
- d) Early majority

**4. Which principle of extension emphasizes that extension activities should be relevant to clients' needs and priorities?**

- a) Centralization
- b) Mandatory participation
- c) Relevance
- d) Financial dependence

**5. Which extension approach is MOST associated with participatory planning, farmer empowerment and joint problem-solving?**

- a) Participatory Rural Appraisal / Participatory Extension
- b) Transfer-of-technology (top-down) approach
- c) Missionary approach
- d) Voucher-based commercialization

**6. During extension program planning, which of the following documents is typically prepared to state objectives, target clients, activities, resources and indicators for monitoring?**

- a) Technical research brief
- b) Memorandum of agreement only
- c) Client satisfaction survey only
- d) Extension program/project proposal (workplan) with M&E indicators

**7. Which of these is considered a major barrier to effective communication in extension?**

- a) High client interest and comprehension
- b) Use of locally appropriate language and examples
- c) Cultural differences and technical jargon
- d) Frequent farmer-to-farmer exchanges

**8. In monitoring and evaluation (M&E) of extension programs, which indicator is an example of an output rather than an outcome?**

- a) Percentage increase in farm income among participants after one year
- b) Number of training sessions conducted and number of farmers trained
- c) Change in farmers' adoption rate of recommended practice
- d) Improvement in household food security

**9. Which role is typically expected of an extension worker in community organization?**

- a) Facilitate group formation, strengthen local leadership and mobilize community resources
- b) Serve only as a rule-enforcer for external agencies
- c) Replace local institutions with external management
- d) Provide unlimited subsidies to all community members

**10. Which of the following BEST defines 'adoption' in the context of agricultural innovations?**

- a) The decision to make full and sustained use of an innovation as the normal practice
- b) Hearing about an innovation without trying it
- c) A one-time trial without sustained use
- d) Government mandate to discontinue traditional methods only

**11. In the diffusion of innovations theory, which communication channel is most effective during the persuasion stage of adoption?**

- a) Scientific journal publications
- b) Mass media campaigns
- c) Interpersonal communication through peers or local leaders
- d) Government memorandums

**12. The “Training and Visit” (T&V) system of extension originally implemented by the World Bank in Asia was characterized by:**

- a) Farmers training extension workers every week
- b) Regular biweekly visits by trained extension workers following a fixed schedule and hierarchy
- c) Unplanned farmer group meetings conducted by local traders
- d) Exclusive delivery of inputs without education

**13. Which communication model best explains two-way communication between extension agents and farmers, allowing for feedback and mutual understanding?**

- a) Linear model (Shannon-Weaver)
- b) Berlo's SMCR model
- c) Osgood-Schramm interactive model
- d) Lasswell's formula

**14. In the context of adult learning theories, which principle aligns MOST with agricultural extension practices?**

- a) Adults learn effectively when content is problem-centered and immediately applicable
- b) Adults learn best through rote memorization
- c) Adults resist self-directed learning
- d) Adults prefer to be passive recipients of information

**15. The Barangay Integrated Development Approach for Nutrition Improvement (BIDANI) is an example of which type of extension approach?**

- a) Community-based and integrated rural development approach
- b) Commodity-focused approach
- c) Research-extension linkage model
- d) Farmer field school approach

**16. Which of the following extension program planning steps is directly concerned with identifying gaps between the current situation and the desired condition?**

- a) Problem identification and situational analysis
- b) Implementation
- c) Evaluation
- d) Goal setting

**17. According to Rogers' innovation-decision process, which stage immediately precedes the "confirmation" stage?**

- a) Knowledge
- b) Implementation
- c) Persuasion
- d) Decision

**18. The ratio between the number of extension workers and farmers served is often used to measure:**

- a) Communication effectiveness
- b) Extension coverage or service efficiency
- c) Program sustainability
- d) Technology complexity

**19. In extension communication, "redundancy" in a message helps to:**

- a) Add unnecessary information that confuses the listener
- b) Increase message clarity and reduce noise interference
- c) Replace feedback with repetition
- d) Focus only on written communication

**20. Which of the following is a key feature of the Farmer Field School (FFS) approach compared to traditional lecture-type extension?**

- a) Emphasizes discovery-based, experiential learning through field observation and group analysis
- b) Focuses mainly on expert lectures and classroom teaching
- c) Uses only mass media to disseminate information
- d) Limits farmer participation to passive attendance

**21. Which among the following is NOT a core principle of participatory extension approaches?**

- a) Empowerment of local people through collective decision-making
- b) Top-down dissemination of predetermined technologies
- c) Facilitation of dialogue between farmers and extension agents
- d) Utilization of local knowledge in planning

**22. In the Philippine Agricultural Extension System, which government agency serves as the national apex body for coordinating and strengthening local extension services under the AFMA of 1997?**

- a) Department of Agrarian Reform (DAR)
- b) Agricultural Training Institute (ATI)
- c) Bureau of Plant Industry (BPI)
- d) Philippine Council for Agriculture and Fisheries (PCAF)

**23. According to Rogers, which innovation characteristic most influences the speed of adoption among farmers?**

- a) Compatibility with existing practices
- b) Complexity of the innovation
- c) Number of mass media promotions
- d) Legal mandates supporting adoption

**24. Which among the following statements correctly distinguishes “evaluation” from “monitoring” in extension program management?**

- a) Monitoring focuses on short-term activities while evaluation focuses on results and impacts
- b) Evaluation is continuous while monitoring is periodic
- c) Both measure only financial efficiency
- d) Monitoring uses external evaluators only

**25. In the context of communication models, the “two-step flow of communication” emphasizes the role of:**

- a) Policy makers as message gatekeepers
- b) Opinion leaders who mediate information between mass media and farmers
- c) Noise reduction through technology
- d) Farmers as passive recipients of messages

**26. The principle of “learning by doing” in extension education is primarily attributed to which learning theory?**

- a) Cognitive learning theory
- b) Experiential learning theory (Kolb)
- c) Behaviorist theory
- d) Psychoanalytic learning theory

**27. The concept of “linkage” in the Research–Extension–Farmer continuum primarily aims to:**

- a) Separate research and extension responsibilities strictly
- b) Ensure effective feedback of farmers’ problems to researchers and technology flow to users
- c) Replace local knowledge systems with external findings
- d) Prioritize export-oriented production programs only

**28. Which type of evaluation is conducted while an extension program is ongoing to provide feedback for improvement?**

- a) Summative evaluation
- b) Diagnostic evaluation
- c) Formative evaluation
- d) Impact evaluation

**29. According to the Agricultural Training Institute's extension framework, which of the following is NOT considered a major function of the Agricultural Extension System?**

- a) Technology promotion and dissemination
- b) Human resource development
- c) Policy formulation and enforcement
- d) Capability building for local extension workers

**30. The principle that "extension should start where the people are" primarily emphasizes:**

- a) Identifying farmers' existing knowledge, skills, and felt needs before planning programs
- b) Implementing national programs without local consultation
- c) Prioritizing urban extension projects
- d) Ignoring farmers' indigenous practices

**31. Which of the following best explains "Homophily" in communication within an extension setting?**

- a) The tendency of individuals to communicate more effectively with those who share similar backgrounds and beliefs
- b) The process of changing communication channels frequently
- c) The difference in knowledge between the source and receiver
- d) The ability to decode messages faster than others

**32. The primary objective of formative evaluation in extension program planning is to:**

- a) Assess outcomes after program completion
- b) Improve program design and implementation during its development
- c) Measure long-term impacts of the program
- d) Compare two extension programs for efficiency

**33. The concept of "Critical mass" in diffusion of innovations refers to:**

- a) The early adopters who act as opinion leaders in a social system
- b) The minimum number of adopters required before the adoption rate becomes self-sustaining
- c) The innovators who test new technology first
- d) The majority who adopt innovations at later stages

**34. According to Paulo Freire's participatory extension approach, the primary role of an extension worker is to:**

- a) Impose expert knowledge to change farmers' behavior
- b) Facilitate critical thinking and problem-solving among farmers
- c) Collect data and report adoption rates
- d) Provide mass media communication on innovations

**35. Which of the following evaluation types focuses on assessing the efficiency of resource utilization in extension programs?**

- a) Process evaluation
- b) Cost-benefit evaluation
- c) Outcome evaluation
- d) Summative evaluation

**36. The “Two-step flow” model of communication highlights the importance of:**

- a) Opinion leaders who mediate between mass media and the general public
- b) Direct communication from mass media to all individuals
- c) Horizontal communication among farmers only
- d) Government agencies disseminating information directly

**37. A “systems approach” in agricultural extension emphasizes:**

- a) Isolated activities of different agencies
- b) Interrelated components working together towards development goals
- c) Top-down flow of information from research institutions
- d) Elimination of feedback in communication

**38. The “innovation-decision” process in diffusion theory begins with which stage?**

- a) Persuasion
- b) Knowledge
- c) Decision
- d) Confirmation

**39. Which communication barrier occurs when extension agents use too much technical jargon unfamiliar to farmers?**

- a) Semantic barrier
- b) Environmental barrier
- c) Psychological barrier
- d) Organizational barrier

**40. In program planning, the “situational analysis” step primarily aims to:**

- a) Develop new technologies for farmers
- b) Identify existing problems, needs, and available resources
- c) Evaluate the success of completed programs
- d) Implement field trials and demonstrations

**41. The process of empowering farmers to identify their own needs and make decisions in solving their agricultural problems exemplifies which extension approach?**

- a) Participatory extension approach
- b) Conventional top-down approach
- c) Technology push model
- d) Training and Visit (T&V) system

**42. In communication models, feedback serves primarily to:**

- a) Encode the message for the receiver
- b) Eliminate redundancy in communication
- c) Verify whether the message was understood as intended
- d) Increase message distortion

**43. The “linkage” function of an extension system is best described as:**

- a) Coordination between extension, research, and education sectors
- b) Transfer of funds between institutions
- c) Developing new technologies within extension offices
- d) Recruitment of extension staff

**44. Which of the following best describes the “Demonstration method” in extension teaching?**

- a) A mass media campaign for promoting a new product
- b) A practical display of an innovation to show its advantages
- c) Distribution of pamphlets and flyers
- d) A theoretical classroom session on farming systems

**45. The concept of “pluralism in extension” refers to:**

- a) Extension services being delivered solely by the government
- b) The involvement of multiple actors such as NGOs, private sector, and government in extension delivery
- c) Farmers forming cooperatives for credit
- d) Exclusive training of extension personnel

**46. In the hierarchy of evaluation, which of the following assesses whether the extension program has met its long-term developmental goals?**

- a) Process evaluation
- b) Impact evaluation
- c) Diagnostic evaluation
- d) Formative evaluation

**47. According to Rogers, which of the following adopter categories has the highest degree of opinion leadership in a social system?**

- a) Innovators
- b) Early adopters
- c) Early majority
- d) Late majority

**48. The “Rogers and Shoemaker Model of Communication” differs from linear models primarily because it:**

- a) Excludes feedback from the process
- b) Emphasizes mutual understanding and interaction between communicator and receiver
- c) Focuses only on the media channel
- d) Deals only with noise in communication

**49. Which of the following is an essential principle of adult learning relevant to agricultural extension?**

- a) Adults prefer passive listening during instruction
- b) Adults learn best when the topic is related to their real-life experiences
- c) Adults learn faster through memorization
- d) Adults dislike participating in group discussions

**50. In participatory rural appraisal (PRA), which of the following tools is used to identify seasonal variations in agricultural activities?**

- a) Venn diagram
- b) Seasonal calendar
- c) Resource map
- d) Transect walk

## Answer Key

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|-------|-------|-------|-------|
| 1. b  | 14. a | 27. b | 40. b |
| 2. d  | 15. a | 28. c | 41. a |
| 3. a  | 16. a | 29. c | 42. c |
| 4. c  | 17. b | 30. a | 43. a |
| 5. a  | 18. b | 31. a | 44. b |
| 6. d  | 19. b | 32. b | 45. b |
| 7. c  | 20. a | 33. b | 46. b |
| 8. b  | 21. b | 34. b | 47. b |
| 9. a  | 22. b | 35. b | 48. b |
| 10. a | 23. a | 36. a | 49. b |
| 11. c | 24. a | 37. b | 50. b |
| 12. b | 25. b | 38. b |       |
| 13. c | 26. b | 39. a |       |