

Agricultural Extension and Communication Reviewer

By Agriculture Review

1. Which agricultural extension principle emphasizes starting with what the farmers already know and the resources they currently have?

- a. Principle of cultural difference
- b. Principle of grassroots approach
- c. Principle of whole-family approach
- d. Principle of flexibility

2. Agricultural extension is fundamentally viewed as an educational process. What is its ultimate goal?

- a. To provide financial loans to farmers
- b. To enforce agricultural laws
- c. To bring about desirable changes in human behavior
- d. To distribute free seeds and fertilizers

3. The principle of the 'whole-family approach' in extension recognizes that:

- a. Only the household head makes agricultural decisions
- b. Agricultural extension should target the youth exclusively
- c. Farming is a family enterprise and all members influence decision-making
- d. Wives should only be taught home economics

4. In the traditional Transfer of Technology (TOT) model, the flow of information is primarily:

- a. Bottom-up from farmers to researchers
- b. Top-down from researchers to extension workers to farmers
- c. Horizontal among farmers in the same cooperative
- d. Circular and highly participatory

5. Participatory Rural Appraisal (PRA) is an extension approach characterized by:

- a. Outsiders extracting data from the community without sharing results
- b. Empowering local people to analyze their own conditions and plan their own action
- c. Rigid, top-down implementation of pre-packaged technologies
- d. Sole reliance on formal, quantitative survey questionnaires

6. What is typically the first step in the agricultural extension program planning process?

- a. Executing the plan
- b. Formulating objectives
- c. Evaluating the outcomes
- d. Situation analysis and identifying community problems

7. In program planning, a 'felt need' is defined as:

- a. A problem recognized by the extension worker but not by the farmers
- b. A need established strictly by national agricultural policies
- c. A gap or problem that the community members themselves recognize and want to solve
- d. A scientifically proven necessity that the community is unaware of

8. Which of the following best describes 'monitoring' in an agricultural extension program?

- a. A final assessment conducted years after the program ends
- b. A continuous process of gathering data to track progress during program implementation
- c. A one-time survey to establish a baseline before the project begins
- d. The process of identifying the initial problem during planning

9. In David Berlo's SMCR model of communication, what does the 'M' stand for?

- a. Medium
- b. Method
- c. Message
- d. Motivation

10. In the communication process, what does 'encoding' mean?

- a. The translation of a message into symbols, words, or actions by the source
- b. The interpretation of the message by the receiver
- c. The physical channel used to transmit the message
- d. The feedback given by the receiver back to the sender

11. Which element of the communication process allows the sender to know if the message was received and understood correctly?

- a. Noise
- b. Channel
- c. Decoding
- d. Feedback

12. Homophily refers to the degree to which individuals who interact are similar in certain attributes. How does high homophily generally affect communication?

- a. It creates severe communication barriers
- b. It makes communication more effective and efficient
- c. It causes extreme noise in the channel
- d. It strictly limits communication to mass media

13. The diffusion of innovation is defined as the process by which:

- a. An innovation is communicated through certain channels over time among the members of a social system
- b. A new technology is kept secret by research institutions to patent it
- c. Farmers independently invent new farming methods without outside help
- d. Subsidies are distributed directly to marginalized rural sectors

14. According to Everett Rogers, what are the five sequential stages of the innovation-decision (adoption) process?

- a. Awareness, Interest, Evaluation, Trial, Adoption
- b. Trial, Interest, Evaluation, Awareness, Adoption
- c. Evaluation, Trial, Awareness, Adoption, Interest
- d. Interest, Awareness, Trial, Evaluation, Adoption

15. At the awareness stage of the adoption process, the farmer:

- a. Applies the technology on a large, commercial scale
- b. Actively seeks detailed information about how to use the innovation
- c. Learns of the innovation's existence but lacks complete information about it
- d. Mentally weighs the pros and cons of the innovation before trying it

16. Which adopter category is characterized as venturesome, willing to take high risks, and often the first to adopt a new idea?

- a. Early Adopters
- b. Innovators
- c. Laggards
- d. Early Majority

17. In a rural community, individuals who are highly respected, serve as local opinion leaders, and whose adoption of an innovation influences others are classified as:

- a. Innovators
- b. Early Adopters
- c. Late Majority
- d. Laggards

18. Laggards are typically characterized by being:

- a. Cosmopolite and heavily reliant on external scientific data
- b. Very quick to try new ideas before anyone else
- c. Tradition-bound and the last to adopt an innovation
- d. Young, highly educated, and financially secure

19. While mass media is most effective at creating awareness, which communication channel is generally most effective in persuading a farmer to adopt a complex technology?

- a. Radio broadcasts
- b. Interpersonal communication (face-to-face)
- c. Television advertisements
- d. Printed flyers and brochures

20. An extension worker sets up two adjacent rice plots: one using the traditional variety and one using a new high-yielding variety, specifically to show the difference in harvest volume. This is an example of a:

- a. Method demonstration
- b. Result demonstration
- c. Farm and home visit
- d. Mass media campaign

21. Which extension teaching method is best suited for showing farmers 'how to do' a specific manual practice, such as grafting a mango tree?

- a. Result demonstration
- b. Radio lecture
- c. Method demonstration
- d. Poster display

22. What is a major advantage of conducting a farm and home visit?

- a. It reaches thousands of farmers simultaneously across the country
- b. It is very cheap, non-laborious, and requires little time
- c. It allows the extension worker to observe the exact field conditions and provide highly tailored advice
- d. It entirely eliminates the need for community meetings

23. Rural sociology is the scientific study of:

- a. Plant and animal genetics in rural areas
- b. The chemical and biological composition of rural soils
- c. Social relationships, groups, and structures in rural environments
- d. Urban migration patterns and metropolitan city planning

24. The complex whole which includes knowledge, beliefs, art, morals, laws, customs, and any other capabilities and habits acquired by man as a member of society is known as:

- a. Innovation
- b. Culture
- c. Stratification
- d. Devolution

25. The division of a society into different hierarchical classes, often based on wealth, income, education, or occupation, is called:

- a. Socialization
- b. Social stratification
- c. Social mobilization
- d. Social assimilation

26. Which of the following is an example of a primary social group in a rural setting?

- a. A national agricultural cooperative federation
- b. A close-knit farming family
- c. The World Trade Organization
- d. A provincial agricultural office staff

27. Traditional rules of behavior in a community that carry strong moral significance, and the violation of which brings severe social disapproval, are termed:

- a. Folkways
- b. Mores
- c. Fads
- d. Laws

28. The lifelong process by which individuals internalize the norms, values, and ideologies of their culture is called:

- a. Diffusion
- b. Socialization
- c. Evaluation
- d. Stratification

29. In agricultural extension, identifying local 'opinion leaders' is crucial because:

- a. They legally employ the extension worker
- b. They informally influence the attitudes and behaviors of their peers within the community
- c. They provide the funding for all national government projects
- d. They are always the wealthiest landowners and command obedience

30. A barangay captain, holding an official elected position, is an example of a:

- a. Formal leader
- b. Informal leader
- c. Laggard
- d. Subordinate

31. A leader who involves group members in the decision-making process and encourages active participation exhibits which leadership style?

- a. Autocratic
- b. Laissez-faire
- c. Democratic
- d. Dictatorial

32. What do the four 'H's' in the 4-H youth development organization stand for?

- a. Home, Harvest, Health, Happiness
- b. Head, Heart, Hands, Health
- c. Hope, Honor, Hardwork, Harmony
- d. Habitat, Humanity, Heritage, Healing

33. The Farmer Field School (FFS) approach is a group-based learning process heavily rooted in:

- a. Rote memorization in a formal classroom
- b. Top-down lecturing by foreign experts
- c. Non-formal adult education and experiential (discovery-based) learning
- d. Forced compliance with government production quotas

34. According to rural sociological principles, a farmers' cooperative succeeds best when it is built on:

- a. Coercion by local politicians to secure votes
- b. Mutual trust, social cohesion, and active member participation
- c. The dictatorial control of a single wealthy investor
- d. The complete exclusion of smallholder subsistence farmers

35. In the Philippines, the Local Government Code of 1991 (RA 7160) brought about a major structural change in agricultural extension known as:

- a. Centralization
- b. Devolution
- c. Privatization
- d. Nationalization

36. Under the devolved system (RA 7160), the direct supervision and delivery of frontline agricultural extension services were transferred from the Department of Agriculture to the:

- a. State Universities and Colleges (SUCs)
- b. Private Agribusiness Corporations
- c. Local Government Units (LGUs)
- d. Non-Governmental Organizations (NGOs)

37. Republic Act No. 8435, a landmark legislation aimed at modernizing the Philippine agriculture sector and defining modern extension networks, is commonly known as the:

- a. Comprehensive Agrarian Reform Law (CARL)
- b. Agriculture and Fisheries Modernization Act (AFMA)
- c. Local Government Code (LGC)
- d. Magna Carta for Small Farmers

38. Under the Philippine agricultural system, the Agricultural Training Institute (ATI) serves as the:

- a. Primary lending institution for small-scale farmers
- b. Regulatory body for fertilizer and pesticide use
- c. Extension and training arm of the Department of Agriculture
- d. Main export agency for raw agricultural products

39. What is the primary role of State Universities and Colleges (SUCs) in the Philippine agricultural extension network?

- a. Collecting agricultural taxes from rural municipalities
- b. Enforcing quarantine laws at international borders
- c. Generating technologies through research and providing specialized technical assistance
- d. Directly managing all municipal agricultural offices

40. In modern agricultural extension, the role of an Agricultural Extension Worker (AEW) has shifted from being a mere 'dispenser of information' to a:

- a. Strict enforcer of agricultural laws
- b. Facilitator of learning and community development
- c. Primary purchaser of farmers' produce
- d. Financial loan officer

41. Which type of evaluation is conducted at the completion of an extension program to assess its overall impact and success?

- a. Formative evaluation
- b. Ex-ante evaluation
- c. Summative evaluation
- d. Baseline evaluation

42. Which characteristic of an innovation refers to the degree to which it is perceived as better than the idea it supersedes?

- a. Compatibility
- b. Complexity
- c. Observability
- d. Relative advantage

43. If a new agricultural technology violates the religious beliefs or cultural norms of a farming community, it will likely be rejected due to a lack of:

- a. Complexity
- b. Trialability
- c. Compatibility
- d. Observability

44. The ability of a farmer to experiment with a new fertilizer on a small 100-square-meter plot before applying it to their entire farm relates to the innovation characteristic of:

- a. Observability
- b. Complexity
- c. Trialability
- d. Relative advantage

45. In group dynamics within rural organizations, the concept that the combined collaborative effort of the group is greater than the sum of individual efforts is called:

- a. Conflict
- b. Synergy
- c. Apathy
- d. Stratification

46. Which Philippine law (RA 7607) was enacted specifically to empower small farmers and recognize their right to organize themselves into independent associations?

- a. Magna Carta for Small Farmers
- b. The Rice Tariffication Law
- c. The Cooperative Code of the Philippines
- d. The Consumer Act

47. An extension professional who attempts to influence farmers' innovation decisions in a direction deemed desirable by an extension agency is technically known as a:

- a. Change agent
- b. Laggard
- c. Merchant middleman
- d. Receiver

48. A core principle of adult learning (andragogy) applied in agricultural extension is that adult farmers:

- a. Learn best when treated like children in a formal school setting
- b. Are passive vessels waiting to be filled with theoretical knowledge
- c. Learn best when the topic is immediately relevant to their real-life farming problems
- d. Do not rely on their past experiences when learning something new

49. The use of mobile phone applications to send real-time market prices and weather forecasts directly to farmers is an application of:

- a. Traditional local folklore
- b. ICT (Information and Communication Technology) in agriculture
- c. Face-to-face result demonstrations
- d. Top-down legislative decrees

50. If an extension worker uses highly technical scientific jargon that the farmers do not understand, this creates a barrier to communication known as:

- a. Physical noise
- b. Semantic noise
- c. Psychological noise
- d. Physiological noise

Answer Key

1. b

14. a

27. b

40. b

2. c

15. c

28. b

41. c

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