

Agricultural Extension & Communication Reviewer

By Agriculture Review

1. What is the ultimate objective of agricultural extension?

- (a) The development of people and raising their standard of living
- (b) The maximization of crop yields per hectare
- (c) The distribution of free seeds and fertilizers
- (d) The enforcement of agricultural laws and policies

2. Agricultural extension is primarily considered as what type of educational process?

- (a) Formal education
- (b) Out-of-school education
- (c) Vocational collegiate education
- (d) Compulsory education

3. The extension principle of 'learning by doing' is most effectively applied through which teaching method?

- (a) Radio broadcasts
- (b) Result demonstrations
- (c) Method demonstrations
- (d) Circular letters

4. Who developed the widely used SMCR (Source, Message, Channel, Receiver) model of communication?

- (a) Everett Rogers
- (b) Edgar Dale
- (c) Seaman Knapp
- (d) David Berlo

5. In the diffusion of innovation theory, which category of adopters is known for being venturesome and willing to take risks?

- (a) Innovators
- (b) Early Adopters
- (c) Early Majority
- (d) Laggards

6. According to adopter categories, what is the term used for individuals who are traditional, resistant to change, and the last to adopt an innovation?

- (a) Late Majority
- (b) Laggards
- (c) Non-adopters
- (d) Skeptics

7. A farm and home visit conducted by an extension worker is classified under which category of extension teaching methods?

- (a) Individual method
- (b) Group method
- (c) Mass method
- (d) Digital method

8. In the communication process, what do you call the receiver's reaction or response that is sent back to the source?

- (a) Decoding
- (b) Channeling
- (c) Feedback
- (d) Fidelity

9. A 'felt need' in extension program planning refers to:

- (a) A problem that the community recognizes and wants to solve
- (b) A problem identified only by scientific researchers
- (c) A futuristic goal set by the government
- (d) A requirement for funding approval

10. What is the primary purpose of a result demonstration?

- (a) To teach farmers how to carry out a specific new skill
- (b) To prove the local value and worth of a recommended practice
- (c) To distribute extension reading materials
- (d) To gather community consensus on a problem

11. What is the first and most critical step in the extension program planning cycle?

- (a) Situation analysis and problem identification
- (b) Executing the plan
- (c) Evaluating the program
- (d) Formulating objectives

12. Based on Everett Rogers' bell curve of adoption, what percentage of the population makes up the 'Early Majority'?

- (a) 2.5%
- (b) 13.5%
- (c) 34%
- (d) 16%

13. The term 'extension' was first coined and used officially to describe adult education by which institution in 1873?

- (a) Oxford University
- (b) Cornell University
- (c) Texas A&M University
- (d) Cambridge University

14. Which of the following is considered a mass method of extension?

- (a) Field trip
- (b) Radio broadcast
- (c) Method demonstration
- (d) Farm visit

15. Loud machinery operating near a training venue prevents farmers from hearing the extension worker. This is an example of a:

- (a) Physical barrier
- (b) Semantic barrier
- (c) Psychological barrier
- (d) Cultural barrier

16. Everett Rogers categorized adopters based on what specific criterion?

- (a) Their income level
- (b) Their educational attainment
- (c) Their time of adoption of an innovation
- (d) Their farm size

17. The Farmer Field School (FFS) approach is centered around discovering science-based agricultural principles through:

- (a) Lecture-based instruction
- (b) Strict compliance with government manuals
- (c) Top-down technology transfer
- (d) Agro-ecosystem analysis (AES) and participatory learning

18. An innovation is more likely to be adopted if farmers perceive it as better than the idea it supersedes. This attribute is known as:

- (a) Relative advantage
- (b) Compatibility
- (c) Complexity
- (d) Observability

19. An extension worker uses highly technical scientific jargon that farmers do not understand. What type of communication barrier is this?

- (a) Physical barrier
- (b) Semantic barrier
- (c) Psychological barrier
- (d) Sociological barrier

20. The ability of an extension worker to project themselves into the situation and feelings of the farmers they are assisting is known as:

- (a) Empathy
- (b) Sympathy
- (c) Homophily
- (d) Fidelity

21. Which type of evaluation is conducted continuously during the implementation of an extension program to identify needed adjustments?

- (a) Summative evaluation
- (b) Formative evaluation
- (c) Ex-post evaluation
- (d) Impact evaluation

22. According to the Innovation-Decision Process, what follows the 'Knowledge' stage?

- (a) Implementation
- (b) Confirmation
- (c) Persuasion
- (d) Decision

23. A core difference between Rapid Rural Appraisal (RRA) and Participatory Rural Appraisal (PRA) is that in PRA:

- (a) Data is extracted strictly by outsiders for their own use
- (b) Only statistical surveys are utilized
- (c) It requires laboratory analysis
- (d) Local people are empowered to conduct their own analysis and planning

24. If an innovation can be experimented with on a small scale before full adoption, it possesses the attribute of:

- (a) Trialability
- (b) Compatibility
- (c) Observability
- (d) Complexity

25. A new crop variety produces distinctly larger and brighter fruits that neighboring farmers can easily see. This high rate of adoption is driven by:

- (a) Trialability
- (b) Observability
- (c) Compatibility
- (d) Complexity

26. When a source and a receiver share similar beliefs, education, and social status, communication is generally more effective. This concept is called:

- (a) Heterophily
- (b) Empathy
- (c) Homophily
- (d) Fidelity

27. Market-Led Extension marks a paradigm shift in agriculture. Its primary focus is on:

- (a) Increasing purely subsistence farming
- (b) Replacing interpersonal communication with radio
- (c) Producing the maximum biological yield regardless of cost
- (d) Linking farmers to value chains, profitability, and market intelligence

28. The extension principle of 'Starting where the people are' implies that:

- (a) Programs should be built on the existing knowledge, resources, and cultural context of the community
- (b) Extension offices must be physically located in the center of the village
- (c) Farmers must travel to the capital to learn new techniques
- (d) Technology must be introduced uniformly regardless of location

29. The 'Two-Step Flow' theory of communication suggests that information flows primarily from:

- (a) Farmers to researchers to policymakers
- (b) Mass media to opinion leaders, and then to the general public
- (c) Government to extension workers to farmers
- (d) Innovators directly to laggards

30. Using internet portals, mobile apps, and digital expert systems to deliver agricultural information is collectively known as:

- (a) Traditional media
- (b) Folk media
- (c) Cyber extension
- (d) Result demonstration

31. In extension program planning, a well-written objective should be SMART. What does the 'T' stand for?

- (a) Technical
- (b) Tested
- (c) Transferable
- (d) Time-bound

32. What is the primary difference between monitoring and evaluation in extension?

- (a) Monitoring is a continuous tracking process; evaluation is periodic assessment of achievements
- (b) Monitoring is done by farmers; evaluation is done by computers
- (c) Monitoring assesses long-term impact; evaluation tracks daily activities
- (d) There is no difference; the terms are interchangeable

33. A Training Needs Assessment (TNA) is conducted to determine:

- (a) The budget required for an extension program
- (b) The gap between a farmer's current competencies and the desired competencies
- (c) The number of extension workers in a municipality
- (d) The availability of transport vehicles for field visits

34. While all diffusion is communication, not all communication is diffusion. Diffusion is uniquely concerned with:

- (a) Entertaining the rural masses
- (b) Preserving traditional folk practices
- (c) Messages that contain new ideas or innovations
- (d) Feedback loops

35. In rural sociology, individuals who are frequently sought out by their peers for advice and information on new farming practices are known as:

- (a) Formal leaders
- (b) Laggards
- (c) Innovators
- (d) Opinion leaders

36. The Training and Visit (T&V) system of agricultural extension, introduced by the World Bank in the 1970s, was primarily conceptualized by:

- (a) Daniel Benor
- (b) Everett Rogers
- (c) A.H. Maslow
- (d) Paulo Freire

37. A farmer adopts a new pesticide but later feels anxious about its potential health hazards, causing a state of mental discomfort. This psychological phenomenon is known as:

- (a) Selective perception
- (b) Cognitive dissonance
- (c) Semantic noise
- (d) Information overload

38. In extension communication, 'Heterophily' is generally known to cause message distortion. However, it is an absolute necessity for:

- (a) Maintaining traditional cultural norms
- (b) Ensuring perfect communication fidelity
- (c) The introduction of completely new information or innovations into a social system
- (d) Building deep empathy between peers

39. In Berlo's SMCR model, which two elements are influenced by the exact same factors (Communication skills, Attitudes, Knowledge, Social System, and Culture)?

- (a) Message and Channel
- (b) Source and Channel
- (c) Message and Receiver
- (d) Source and Receiver

40. An extension agency wants to determine if a 5-year livelihood program actually reduced poverty levels in a province. What specific type of evaluation is required?

- (a) Impact assessment
- (b) Formative evaluation
- (c) Process monitoring
- (d) Needs assessment

41. The Agricultural Knowledge and Information Systems (AKIS) framework represents a paradigm shift because it:

- (a) Focuses exclusively on top-down knowledge transfer
- (b) Recognizes farmers, educators, and researchers as equal, interacting components of a knowledge network
- (c) Eliminates the need for extension workers
- (d) Prioritizes corporate farming over smallholder farming

42. In the context of the communication process, 'Communication Fidelity' refers to:

- (a) The speed at which a message travels
- (b) The physical distance between the sender and receiver
- (c) The faithful, accurate, and distortion-free transmission of a message
- (d) The financial cost of the communication channel

43. To accurately identify the 'sociometric stars' or natural informal leaders within a farming community, an extension worker should use:

- (a) A census of agricultural machinery
- (b) A structured soil test
- (c) A formal election process
- (d) Sociometry or sociograms

44. According to diffusion theory, the 'Late Majority' usually adopts an innovation primarily due to:

- (a) Economic necessity or increasing peer pressure
- (b) A natural desire to take immense financial risks
- (c) Immediate exposure to mass media
- (d) Direct mandates from the government

45. An 'unfelt need' is best described as:

- (a) A problem that doesn't actually exist in the community
- (b) A latent problem the community has, but currently fails to recognize as an issue
- (c) A need that has already been fully satisfied
- (d) A desire for luxury goods

46. What is the crucial differentiating factor between a method demonstration and a result demonstration?

- (a) Method demos use crops; result demos use livestock
- (b) Method demos are for innovators; result demos are for laggards
- (c) Method demos teach 'how to do' a practice; result demos prove 'why it is beneficial'
- (d) Method demos take months; result demos take minutes

47. The shift from the Transfer of Technology (TOT) model to Participatory Technology Development (PTD) fundamentally changes the farmer's role from a passive recipient to a:

- (a) Financial auditor
- (b) Passive observer
- (c) Government official
- (d) Co-creator of knowledge

48. The core premise of Participatory Technology Development (PTD) is:

- (a) Combining indigenous local knowledge with formal scientific research
- (b) Importing all technologies from developed countries
- (c) Ignoring scientific data in favor of superstition
- (d) Testing technologies solely in controlled laboratory environments

49. In the traditional AIETA adoption process model (Awareness, Interest, Evaluation, Trial, Adoption), at which stage does the individual mentally apply the innovation to their present and anticipated future situation?

- (a) Interest
- (b) Evaluation
- (c) Trial
- (d) Adoption

50. In extension administration, the acronym POSDCORB outlines the core functions of management. What does the 'R' stand for?

- (a) Recruiting
- (b) Rationalizing
- (c) Reporting
- (d) Remunerating

Answer Key

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