

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
**(Department of Agricultural Sciences)**

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**Course: The Process and Strategies of Communication in Agricultural Extensions (2533)**

**Level: M.Sc. (Hons) Agricultural Extension**

**Semester: Autumn, 2012**

**Total Marks: 100**

**Pass Marks: 50**

**ASSIGNMENT No. 1**

**(Units 1– 4)**

- Q. 1 Explain the concept and purpose of communication with reference to agricultural extension. Also discuss different elements of communication with examples. (20)
- Q. 2 Write down the names of different models of communication and explain two of them. (20)
- Q. 3 Discuss change variables and describe the factors that affect such changes in the local communities. (20)
- Q. 4 Explain personal variables and situational variables. Discuss different ways to assess local conditions for program planning. (20)
- Q. 5 Explain diffusion and individual adoption process and describe the role of different social groups in diffusion and adoption process. (20)

**ASSIGNMENT No. 2**

**(Units 5–9)**

**Total Marks: 100**

**Pass Marks: 50**

- Q. 1 Explain the term interpersonal communication and discuss the important barrier to interpersonal communication. (20)
- Q. 2 Explain the role of mass media in agricultural development. How do people respond to such means of communication? (20)
- Q. 3 Explain the term social system in agricultural extension, and its elements. How would you describe the dimensions of group goals in a social system? (20)
- Q. 4 What are those important functions that the local farm advisor should keep in mind while planning effective communication to get the new technologies adopted by the farming community? Explain each function in detail with examples. (20)
- Q. 5 How would you explain the term extension clientele in Agricultural Extension? Also discuss in detail how extension clientele provide better services and information to the farmers. (20)