



NATIONAL OPEN UNIVERSITY OF NIGERIA
14/16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF SCIENCE AND TECHNOLOGY
JUNE/JULY EXAMINATION

COURSE CODE: AEM503

COURSE TITLE: Diffusion and Adoption of Innovations (3 units)

TIME ALLOWED: 3 Hours

INSTRUCTION: Answer section A and any other 4 questions in section B

SECTION A: (Compulsory 20 marks)

1. List the five adopter categories according to the percentage the individuals in a social system to adopt an innovation. State the percentages accordingly. With the aid of a well labeled diagram show the Categorization of Adopters of Innovation and direction of propensity to adoption.

SECTION B

1. (a) Define the concept of innovation?
(b) List the two categories of innovation/technologies?
(c) Outline three important ways in which the adoption of interactive communications differs from that of previous innovations.
2. (a) List the main elements involved in diffusion?
(b) Define the Rate of adoption?
3. List the communication channel of diffusing the innovation at various states in the innovation decision and give 3 examples of each.
4. (a) List the four approaches to identifying opinion leaders?

- (b) In a few words state characteristics of opinion leaders?
- 5.** (a) Define the term sensitivity training as a change agent in agricultural organization?
(b) Outline the aims of sensitivity training?
- 6.** (a) Mention the 5 Implication of stages innovation-decisions.
(b) Outline the consequences of innovation-decisions?