



NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND LAGOS
SCHOOL OF EDUCATION
SEPTEMBER/OCTOBER 2015 EXAMINATION

Course Code: AEM 503

Course Title: Diffusion and Adoption of Innovations

Time Allowed: 3 Hours

Instruction: Answer a compulsory Section A and four (4) questions out of Six (6) questions in section B (All Questions carry equal marks of 20)

SECTION A

In a tabular form, classify five adopter categories of the members of a social system on the basis on their innovativeness with reference to the following sub-headings:

- i. Relationship with local system = 4Marks
- ii. Financial resources = 4Marks
- iii. Knowledge of innovation = 4Marks
- iv. Position in community and Social Status = 4Marks
- v. Percentage and Point of reference for adoption = 4Marks

SECTION B

1. (a) In a tabular form, enumerate the five model of Innovation-Decision Process stating the communication channels/place of idea formation and series of choices expected to be made at various stage of each function. = 10Marks

(b) State the three dimensions that lead to the formation of favorable attitude for adoption in Rogers' model of Innovation-Decision Process
= 10Marks

2. (a) Define the concept of compatibility as one of the variables determining the rate of adoption?

= 10Marks

(b) Explain interrelationship between compatibility and rate of adoption? = 10Marks

3. (a) Define the term Sensitivity Training as a change agent in Agricultural organization? = 10Marks (b) Outline the aims of Sensitivity Training? = 10Marks

4. (a) Define the concept of Innovation?
= 2Marks

(b) List the two categories of innovation/technologies?
= 4Marks

(c) Outline three important ways in which the adoption of interactive communications differs from that of previous innovations.
= 9Marks

5. (a) List the main elements involved in Diffusion?
= 4Marks (b) Briefly discuss the concept of Rate of adoption of innovation of new Agricultural techniques in rural-urban communities?
= 12Marks

6. (a) Briefly discuss the term Sensitivity Training as a change agent in Agricultural organization?

= 5Marks

7. (b) Outline the aims of Sensitivity Training?
= 15Marks