



NATIONAL OPEN UNIVERSITY OF NIGERIA

14/16, Ahmadu Bello Way, Victoria Island

SCHOOL OF SCIENCE AND TECHNOLOGY

October, 2013 Examination

Programme: Agricultural Extension and Management

Course Code: AEM 503

Course Title: Diffusion and Adoption of Innovations

Credit Unit: 3 Times Allowed: 3 Hours

Total

Score: 70 Marks

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

SECTION A: (Compulsory 20 marks)

1. (a) In mechanical agricultural innovations, under what condition is Green Revolution technologies that are high-yield varieties adopted?
(b) Outline the various types of Innovation Models.
(c) List the two categories of innovation/technologies?

SECTION B (15 Marks each)

1. (a) Define the concept of Innovation model?
(c) Outline three important ways in which the adoption of interactive communications differ from that of previous innovations.
2. (a) Define the rate of adoption?
(b) Identifies seven critical attributes that greatly influence 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) Enumerate the 5 implication of stages Innovation-decisions.
(b) Explain in few words the five stages in the diffusion process.

