



NATIONAL OPEN UNIVERSITY OF NIGERIA
Faculty of Agricultural Sciences
Dept. of Agricultural Economics and Extension
2020_2 Examination

Course Title: DIFFUSION AND ADOPTION OF INNOVATIONS

Course Code: ARD503

Credit Unit: 2 Units

Total Score: 70 Marks

Time Allowed: 2 ½ hrs

Instruction: Answer Question one and three other questions

- 1a. What is Diffusion of Innovations? (4marks)
- b. List and explain the four Elements of Diffusion (13marks)
- c. Who is a Change Agent? (3marks)
- d. What are the functions of Change Agent? (5marks)

- 2a. What is the relevance of Communication Channels in Innovation diffusion? (4marks)
- b. Discuss the Communication Channels diffusing the innovation at various states in the innovation decision process (11marks)

- 3a. Define an Opinion leader? (5marks)
- b. Explain the Characteristics of Opinion Leaders (10marks)

- 4a. What are the four approaches to identifying opinion leaders (4marks)
- b. Who is a key Informant? (3 ½ marks)
- c. Explain the process involved in the use of key informant? (7 ½marks)

- 5a. Distinguish between Diffusion and Innovation (5marks)
- b. List and explain the stages involved in diffusion of innovation (10marks)

- 6a. Explain the concept of Change (5marks)
- b. List and explain the stages of Innovation Decision (10marks)