



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14/16 Ahmadu Bello Way, V/I, Lagos**  
**School of Science & Technology**  
**EXAM QUESTION: 2013**

Programme: Agricultural Extension and Management

Course Code: AEM 503

Course Title: Diffusion and Adoption of Innovations

Credit Unit: 3

Time Allowed: 3 Hours

Total Score: 100 Marks

**Instruction: Answer Section A {(COMPULSORY) 20 Marks}**

**And Any Four questions in Section B (20 Marks each)**

**SECTION A**

- 1a. List the five adopter categories according to the percentage the individuals in a social system to adopt an innovation. State the percentages accordingly =10Marks
- 1b. With the aid of a well labeled diagram show the Categorization of Adopters of Innovation and direction of propensity to adoption. =10Marks

**SECTION B**

1. (a) Define the concept of Innovation? =4Marks  
(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. =12Marks
2. (a) List the main elements involved in diffusion? =12Marks  
(b) Define the Rate of adoption? =8Marks
3. List the communication channel of diffusing the innovation at various states in the innovation decision and give 3 examples of each. =20Marks
4. (a) List the four approaches to identifying opinion leaders? =8Marks  
(b) In a few words state characteristics of opinion leaders? =12Marks
5. (a) Define the term sensitivity training as a change agent in Agricultural organization? =5Marks  
(b) Outline the aims of sensitivity training? =15Marks
6. (a) Mention the 5 implication of stages innovation-decisions. =10Marks  
(b) Outline the consequences of innovation-decisions? =10Marks