Course Title: Diffusion and Adoption of Innovations

Course Code: AEM 503

Credit Unit: 3 Units

Total Score: 70 Marks

Time Allowed: 3 Hrs

INSTRUCTION: Answer Four (4). All Questions Carry Equal Marks

QUESTION ONE

a. Briefly discuss the concept of Diffusion (4 ½ mks)

b. The functions of the change agents cannot be over emphasized. As a successful farmer state any five of their functions (5 mks)

c. Each of the adopters category is associated with some notable characteristics. State two (2) characteristics identified in each of the categories (8 mks)

QUESTION TWO

a. Explain the term 'innovativeness' and mention the five (5) adopters categories that are associated with innovativeness (5 mks)

b. Adoption of an innovation by a farmer involves some critical mental reasoning by the farmer and it is done in stages. Discuss five (5) of the stages (7 ½ mk)

c. The contribution of Evrett Roger (1995) to the society is of two folds. Explain these folds (5 mks)

QUESTION THREE

a. What is meant by the speed of Adoption? (4 mk)

b. In three (3) different ways, advance who an opinion leader is perceived to be. (6 mks)

c. Explain the five (5) different stages of the innovation-decision process (7 ½ mks)

QUESTION FOUR

a. Different people may perceive agricultural extension differently. As a farmer what is your perception or how do you see agricultural extension? (3 ½ mk)

b. Rate of adoption vary from one farmer to another farmer, being in line with this believe succinctly explain rate of adoption (6 mks

c. The diffusion process of an innovation thus involves four major stages. Succinctly explain the stages (8 mks)

QUESTION FIVE

a. Extensively describe who a change agent is in line with diffusion of an innovation (4 mks)

b. Write short notes on 'Individual Innovativeness Theory' as presented by Everett Rogers (1995) (6 mks)

c. As an Agricultural Extensionist or Change Agent, write briefly on any five (5) factors that are responsible for the failure of Agricultural Extension work in the rural area. (7 ½ mks)