



FACULTY OF LIFE SCIENCES
DEPARTMENT OF ANIMAL SCIENCES
BACHELOR OF SCIENCE HONOURS DEGREE IN ANIMAL SCIENCE
Agricultural Extension and Communication
LAS 2108

Final Examination

February 2022

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Dr S. Moyo

INSTRUCTIONS

1. Answer **all** questions in Section A
2. Answer **only Two** questions in Section B

MARK ALLOCATION

QUESTION	MARKS
SECTION A	60
SECTION B	40
TOTAL ATTAINABLE MARKS	100

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SECTION A ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION 1

- a. Explain the following terms as they are used in Agricultural Extension and Communication:
- i. Agricultural Extension [2]
 - ii. Innovators [2]
 - iii. Rural Development [2]
 - iv. Extension methods [2]
 - v. Indigenous Technology Knowledge [2]
 - vi. Innovation. [2]
- b. Outline any three objectives of Agricultural Extension. [3]
- c. Describe attitude and feelings type of learning system in extension. [5]

QUESTION 2

- a. For an innovation to be accepted or rejected, farmers consider certain factors. Discuss. [10]
- b. What are barriers to communication? List any three barriers to communication and explain how they affect communication in agricultural extension. [10]

QUESTION 3.

Early adopters of appropriate innovations reap the highest economic benefits attributed to these specific innovations. Discuss. [10]

QUESTION 4

Discuss extension and client system factors influencing the choice of an appropriate extension method. [10]

SECTION B ANSWER ONLY TWO QUESTIONS

QUESTION 5

Discuss the role of mass media in agricultural extension in Zimbabwe. [20]

QUESTION 6

Farmer extension research linkages are important in cultivating and establishing research activities, while enhancing production in the farming sector. Discuss weaknesses of the linkages in Zimbabwe and indicate strategies to overcome those.

[20]

Question 7

- a) What is Gender mainstreaming in agricultural extension? **[2]**
- b) Discuss the needs of women in agricultural extension. **[8]**
- c) Explain, with examples, how gender analysis can promote and empower women in making decisions in agricultural extension. **[10]**

END OF EXAMINATION