

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
**(Department of Agricultural Sciences)**

**WARNING**

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**The Process and Strategies of Communication in Agri. Extensions (2533)**  
**Level: M.Sc. (Hons) Agri. Extension** **Semester: Autumn, 2013**  
**Total Marks: 100** **Pass Marks: 50**

**ASSIGNMENT No. 1**

**(Units: 1-4)**

- Q.1 Define term communication in agricultural extension and discuss the scope, purposes and elements of communication with reference to agricultural extension. (20)
- Q.2 Explain the concept of communication model and discuss Khan's model of communication. (20)
- Q.3 Discuss intervening variables. How intervening variables influence change in the behavior of farming community? Explain. (20)
- Q.4 Explain personal variables and situational variables. Discuss different ways to assess local conditions for program planning. (20)
- Q.5 Explain individual adoption process and describe the general characteristics of early and late adopters. (20)

**ASSIGNMENT No. 2**

**(Units: 5-9)**

**Total Marks: 100** **Pass Marks: 50**

- Q.1 Explain the term interpersonal communication. In what ways the social group could be involved for the purpose of effective interpersonal communication. (20)
- Q.2 Explain the role of mass media in agricultural development. How do people respond to such means of communication? (20)
- Q.3 Explain the term social system in agricultural extension and its elements. How communication is related with social system? Explain with examples. (20)
- Q.4 Explain the term participatory planning in agricultural extension and discuss in detail the role of communication in participatory planning. (20)
- Q.5 Explain the term extension clientele in Agricultural Extension? Also discuss in detail how extension clientele provide better services and information to the farmers. (20)