



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: AEM503

Credit Unit: 3 Units

Total Score: 70

Time Allowed: 3 Hrs

INSTRUCTION: Answer compulsory question 1 (30 marks) and any other 4 questions (10 marks each).

QUESTION ONE

- What is Diffusion (3 mks)
- Explain the term 'communication channel' and the different channels through which innovation is communicated to the farmer (8 mks)
- The decision to adopt an innovation, involves a process. Enumerate and Explain the process in a step-by-step manner (7 mks)
- Discuss any two (2) of the below mentioned consequences of innovation in the context of:
 - Desired and undesired consequences (3 mks)
 - Direct and indirect consequences (3 mks)
 - Anticipated and unanticipated consequences (3 mks)
- Outline any five (5) Functions of Change Agents. (3 mks)

QUESTION TWO

- The traditional model of disseminating agricultural information has followed the 'top-down' process. Explain this top-down process. (4 mks)
- Vividly explain who is an Opinion leader? (6 mks)

QUESTION THREE

- Define Adoption (2 ½ mks)
- Opinion leaders are recognized by some characteristics they possess. State any three (3) of the characteristics. (4 ½ mks)
- Describe using any three (3) characteristics who the 'Laggards' are in the innovation decision process. (3 mks)

QUESTION FOUR

- What is the innovation-decision process (2 ½ mks)
- List and explain five (5) characteristics of Innovation. (7 ½ mks)

QUESTION FIVE

- a. What is 'Rate of adoption' (4 mks)
- b. Mention and briefly discuss any four (4) factors that can effectively enhance agriculture extension in rural areas in Nigeria (6marks)

QUESTION SIX

- a. What is a social system? (4 mks)
- b. Write short notes on any two (2) of the following:
 - i. The Innovators (2 mks)
 - ii. The Early Adopters (2 mks)
 - iii. Late Adopters (2 mks)

QUESTION SEVEN

- a. Discuss extensively, the concerns of 'Innovation' (5 mks)
- b. Different types of models are adopted as models of innovation. Itemise any five (5) of these innovation models (5 mks)