



NATIONAL OPEN UNIVERSITY OF NIGERIA
University Village, Nnamdi Azikiwe Expressway, Plot 91, Cadastral Zone, Jabi, Abuja
Faculty of Agricultural Sciences, Dept. of Agricultural Economics and Extension,
PoP Examination Questions, SEPTEMBER, 2020_1

Course Title: DIFFUSION AND ADOPTION OF INNOVATIONS

Course Code: AEM 503

Credit Unit: 3

Total Score: 70 Marks

Time Allowed: 3 Hours

INSTRUCTION:

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

QUESTION ONE

- Define Diffusion (3 mks)
- Mention FOUR models of Innovation (4 mks)
- Explain what you understand as the "Top – Down process of adoption " (3 mks)
- Explain the concept of Innovation – Decision process (4 mks)
- Express FOUR different ways or skills a Change Agent can employ in managing change in a community (6 mks)
- Write extensively on direct and indirect consequences of adoption of innovations (4 mks)
- Discuss any FOUR major factors that affect effectiveness of agricultural extension system in rural areas (6 mks)

QUESTION TWO

- Identify SIX different ways innovations can manifest in our society (3 mks)
- Explain the meaning of communication channels (4 mks)
- Advance THREE ways communications on a technology can be communicated to a farmer (3 mks)

QUESTION THREE

- Who are Opinion Leaders? (2 mks)
- State TWO reasons why Opinion Leaders are needed in their communities (2 mks)
- Outline THREE characteristics of the Early Adopters and the Early Majority (6 mks)

QUESTION FOUR

- Write short notes on any THREE of the Adopters Category (6 mks)
- Explain how the positions of an Opinion Leader is acquired in a community (4 mks)

QUESTION FIVE

- The rate at which innovation is adopted is influenced or characterized by several factors. List and discuss FOUR of the influencing factors (6 mks)
- Carefully analyze the "self-designating" method of acquiring the status of Opinion

Leaders (4 mks)

QUESTION SIX

- a. Explain FOUR characteristics of Opinion Leaders (8 mks)
- b. What is the implication of the saying “Rate of adoption is a relative concept” (2 mks)

QUESTION SEVEN

- a. Define “Rate of Adoption ” (3 mks)
- b. Describe how Rate of Adoption is measured (3 mks)
- c. Identify FOUR different social systems where opinion leaders can be found (4 mks)