



**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: ARD503**

**Credit Unit: 2 Units**

**Total Score: 70 Marks**

**Time Allowed: 2 ½ hrs**

**Instruction: Answer Question one and three other questions**

- 1a. What is Diffusion of Innovations? (4marks)
- b. List and explain the four Elements of Diffusion (13marks)
- c. Who is a Change Agent? (3marks)
- d. What are the functions of Change Agent? (5marks)
  
- 2a. What is the relevance of Communication Channels in Innovation diffusion? (4marks)
- b. Discuss the Communication Channels diffusing the innovation at various states in the innovation decision process (11marks)
  
- 3a. Define an Opinion leader? (5marks)
- b. Explain the Characteristics of Opinion Leaders (10marks)
  
- 4a. What are the four approaches to identifying opinion leaders (4marks)
- b. Who is a key Informant? (3 ½ marks)
- c. Explain the process involved in the use of key informant? (7 ½marks)
  
- 5a. Distinguish between Diffusion and Innovation (5marks)
- b. List and explain the stages involved in diffusion of innovation (10marks)
  
- 6a. Explain the concept of Change (5marks)
- b. List and explain the stages of Innovation Decision (10marks)