



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, 2021 Academic Session*¹²⁴⁵

Course Title: Diffusion and Adoption of Innovations

Course Code: ARD 503

Credit Unit: 3 Units

Total Score: 70 Marks

Time Allowed: 3Hrs

INSTRUCTION: Answer 4 Questions Only.

QUESTION ONE

- a. (i) Define the concept 'Rate of Adoption' of innovation amongst the people of a social system **(2.5 marks)**
(ii) What is Diffusion of Innovation (3 mks)
- b. Explain the roles of the following two elements of diffusion; (6 mks)
 - (i) Communication Channel and
 - (ii) Social Systems
- c. Briefly discuss the four stages involved for the diffusion process of an innovation (6 mks)

QUESTION TWO

- a. Expatriate any four (4) the attributes of opinion leaders in a local community **(6 mks)**
- b. Briefly describe any (2) approaches use to identify opinion leaders on the basis of interpersonal relationships and on obtaining information, over time, from a community resident who is in a position to know the community well. **(6 marks)**
- c. Draw an S-Shape cumulative adoption curve to indicate the positions of each of the four stages involved for the diffusion process of an innovation **(2.5 marks)**
- d. Briefly discuss the following attributes identified by Rogers that potential adopter perceived for it to be adopted;
 - (i) Compatibility **(1.5 marks)**
 - (ii) Complexity **(1.5 marks)**

QUESTION THREE

- a. Define Innovation **(3 marks)**
- b. Describe an early model of innovation that suggests technical change happens in a linear fashion from invention to innovation to diffusion **(4 marks)**

- c. Enumerate any three (3) features that Rogers (1995) identified in each category of adopters. **(6 marks)**
- d. Explain the innovation – decision process in where adoption of innovation is concerned (4 ½ mks)

QUESTION FOUR

- a. Write short notes on the following attributes as it borders on rate of adoption
 - (i) Relative Advantage
 - (ii) Compatibility
 - (iii) Complexity (2 ½ mks each X 3 = 7 ½ mks)
- b. Explain any three **types of innovation-decision** in respect to the number of people involved in the adoption process **(6 marks)**
- c. Describe with good examples, the roles of informal leaders that are able to influence others in a social setting. **(4 marks)**

QUESTION FIVE

- a.
 - i. Distinguish between Direct and Indirect consequences (3 ½ mks)
 - ii. Distinguish between Anticipated and Unanticipated consequences (3 mks)
- b. Identify five (5) functions of change agent in the context of improving social systems. **(5 marks)**
- c. Briefly explain why change agents are important in a social system, with emphasis on information and communication technologies. **(6 marks)**