



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**FACULTY OF AGRICULTURAL SCIENCES**  
**DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION**  
**FIRST SEMESTER POP EXAMINATION, 2019**

**Course: AEM 411: Social Relationship and Behavioural Change**

**Credit Unit: 3**

**Time Allowed: 3 Hours**

**Instruction: Answer question 1 (30 marks) and any other four at 10 marks each**

- 1 a. i What do you understand as “motivated behaviour” **2 ½ mks**  
ii Define the concept “group dynamics”. **5 mks**  
b. i List five (5) ways by which individuals reacts to frustration among group **2½mk**  
ii Mention (5) strategies that can be used to initiate change to farmers **2½ mks**  
  
c. i Using good examples, explain the infrastructural provisions as a strategy for community development. **5 mks**  
ii Mention (5) characteristics of extension communication. **2½ mks**  
  
d. i Give the definition of an innovation and support it with two (2) good examples. **2½ mks**  
ii Mention five (5) examples of indicators of social stratification. **2½ mks**  
iii Define technology and state its importance to human life **5 mks**
- 2 a. Clearly distinguish between intrinsic motivation and extrinsic motivation with clear examples. **5marks.**  
b. Briefly explain the five (5) factors militating against the effectiveness of farmers cooperatives in extension service. **5 marks**
- 3 a. Discuss five (5) areas in which negative roles blocks reception of messages. **5marks.**  
b. Clearly state five (5) ways to improve communication among members in a group. **5marks**
- 4 a. Highlight five (5) reasons behind peoples rejection to change? **5 marks**  
b. Mention five (5) economic hindrances on farmers environment to agricultural change. **5marks.**

- 5 a. Differentiate between intra-personal communication and mass communication as means of communication in extension. **5marks**  
b. Briefly explain the five (5) stages of adoption of innovation by farmers. **5marks**
- 6 a. Clearly expatiate on the 3 processes of social change at national level. **6marks**  
b. Identify the four (4) problems of development plans in social change. **4marks**
- 7 a. State four (4) ways by which participation in change process can be improved or encouraged. **6 marks**  
b. As an extension agent, mention how to solve the socio-cultural problems in agricultural change **4 marks**