



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

**AEM503: DIFFUSION AND ADOPTION OF INNOVATIONS (3 UNITS)**

**TIME ALLOWED: 2 HRS**

**INSTRUCTION: ANSWER QUESTION 1 (30 MKS) AND ANY OTHER FOUR (40 MKS)**

**QUESTION ONE**

- 1a. Define Diffusion (3 ½ mks)
- b. What is meant by Adoption process? (4 mks)
- c. Briefly describe the Linear Model of Innovation (5 mks)
- d. Write short note on speed of Adoption (5 mks)
- e. Discuss any two (2) channels through which innovations can be communicated to people in need (5 mks)
- f. List and explain the stages of Adoption of an Innovation (7 ½ m ks)

**QUESTION TWO**

- 2a. Define Innovation (2 ½ mks)
- b. Define Adoption (2 ½ mks)
- c. List and briefly discuss the two (2) categories of Innovations (5 mks)

**QUESTION THREE**

- 3a. State any four (4) farm innovations that have been or can be adopted by the farmer (2 mks)
- b. Mention the four (4) elements of diffusion of Innovation (2 mks)
- c. Briefly discuss the role of the elements of diffusion (mentioned above) in the adoption of Innovation (6 mks)

**QUESTION FOUR**

- 4a. Vividly describe who the following categories of Adopters are and what percentage they constitute:
- i. The Innovators (2 ½ mks)
  - ii. The Early Adopters (2 ½ mks)
  - iii. The Late Adopters (2 ½ mks)
  - iv. The Laggards (2 ½ mks)

**QUESTION FIVE**

- 5a. What do you understand by “Innovation Decision Process” (2 ½ mks)
- b. Briefly expatiate on the five (5) Innovation Decision Process (1 ½ mk each = 7 ½ mk)

**QUESTION SIX**

- 6a. Enumerate five (5) characteristics of Innovations (5 mks)
- b. Itemize three (3) major functions of the change agent to the farmer (3 mks)
- c. Advance two (2) factors determining effective Agricultural Extension in rural areas (2 mks)

**QUESTION 7**

- 7a. Define Rate of Adoption (3 mks)
- b. Who are Opinion Leaders (4 mks)
- c. Advance five (5) characteristics of opinion leaders (3 mks)