



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**University Village, Nnamdi Azikiwe Expressway, Plot 91, Jabi, Abuja**  
**FACULTY OF AGRICULTURAL SCIENCES**  
**DEPARTMENT OF AGRICULTURAL ECONOMICS AND EXTENSION**  
**KM 4, ZARIA KADUNA EXPRESSWAY, KADUNA STATE,**  
**2025\_2 EXAMINATIONS.**

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**Course Title: DIFFUSION AND ADOPTION OF INNOVATIONS**

**Course Code: ARD 503**

**Credit Unit: 3**

**Total Score: 70 Marks**

**Time Allowed: 3 Hours**

**INSTRUCTION: Question 1 is compulsory (25 marks) and any other 3 questions (15 marks each).**

**Question 1:**

- i. Outline any 3 functions of the change agent's to his clients (farmers) (3 marks)
- ii. Explain the meaning of "rate of adoption" (4 ½ marks)
- iii. Discuss your understanding of "speed of adoption" as far as this course is concerned (4 marks)
- iv. Expatriate on 4 major elements involved in the diffusion process (6 marks)
- v. Discuss five (5) stages of the innovation-decision process (7 ½ marks)

**Question 2:**

- i. What is Distance Learning (3 marks)
- ii. Outline 2 main objectives of operating Distance Learning (3 marks)
- iii. Identify 4 distinct approaches of identifying opinion leaders in our social system (4 marks)
- iv. A good opinion leader is identified by some characteristics. Mention 5 of them (5 marks)

**Question 3:**

- i. Explain what is stages of Adoption of an Innovation (2 ½ marks)
- ii. Explain the stages of adoption of an Innovation (5 marks)
- iii. Advance 3 ways/methods a technology/innovation can be communicated to a farmer (6 marks)

**Question 4:**

Describe who the following categories of Adopters and ensure you state the percentage they constitute in each of the categories:

- i. The Innovators (4 marks)
- ii. The Early Adopters (3 ½ marks)
- iii. The Late Adopters (3 ½ marks)
- iv. The Laggards (4 marks)

**Question 5:**

- i. Carefully analyze the "self-designating" method of acquiring the status of Opinion Leadership in a given society (5 marks)
- ii. What is implied by the saying "Rate of adoption is a relative concept"? (4 marks)
- iii. The rate at which innovation is adopted is influenced or characterized by several actors. List and discuss 4 of the influencing factors (6 marks)