



Agricultural Extension Dept.
Social and Economic science
Program
Curriculum Code : Ext 308
Year :2013-2014
Date :1 /6 / 2014

Time allowed : 2 Hours
Level (3) exam
Diffusion and Adoption
Agricultural Innovations
Final Exam



The exam in (one) paper
Answer the following questions (Total marks:60)

Question (1):

A- Define the following: (8 marks)

- 1- Innovativeness.
- 2-Communication channels.
- 3-The innovation – decision process.
- 4-Adoption.

B- Explain the characteristics of innovations. (12 marks)

Question (2):

A- Mention only the following: (8 marks)

- 1- The elements of diffusion.
- 2-Stages of Adoption Process.

B- Explain briefly the different methods for measuring opinion leadership.
(12 marks)

Question (3):

A- Mention only the following : (10 marks)

- 1- Functions of change agents.
- 2-Characteristics of opinion leadership.

B- Describe the role of type of innovation decision and nature of the social system in determining the rate of adoption. (10 marks)

With my best regards,,,

Examination Committee
Prof.Dr.Ibrahim A. Saafan
Dr.Hazem S. Kassem